

HOUSEWARES



PRODUCT MOVEMENT AUDIT

Top Makers

(Continued from page 44)

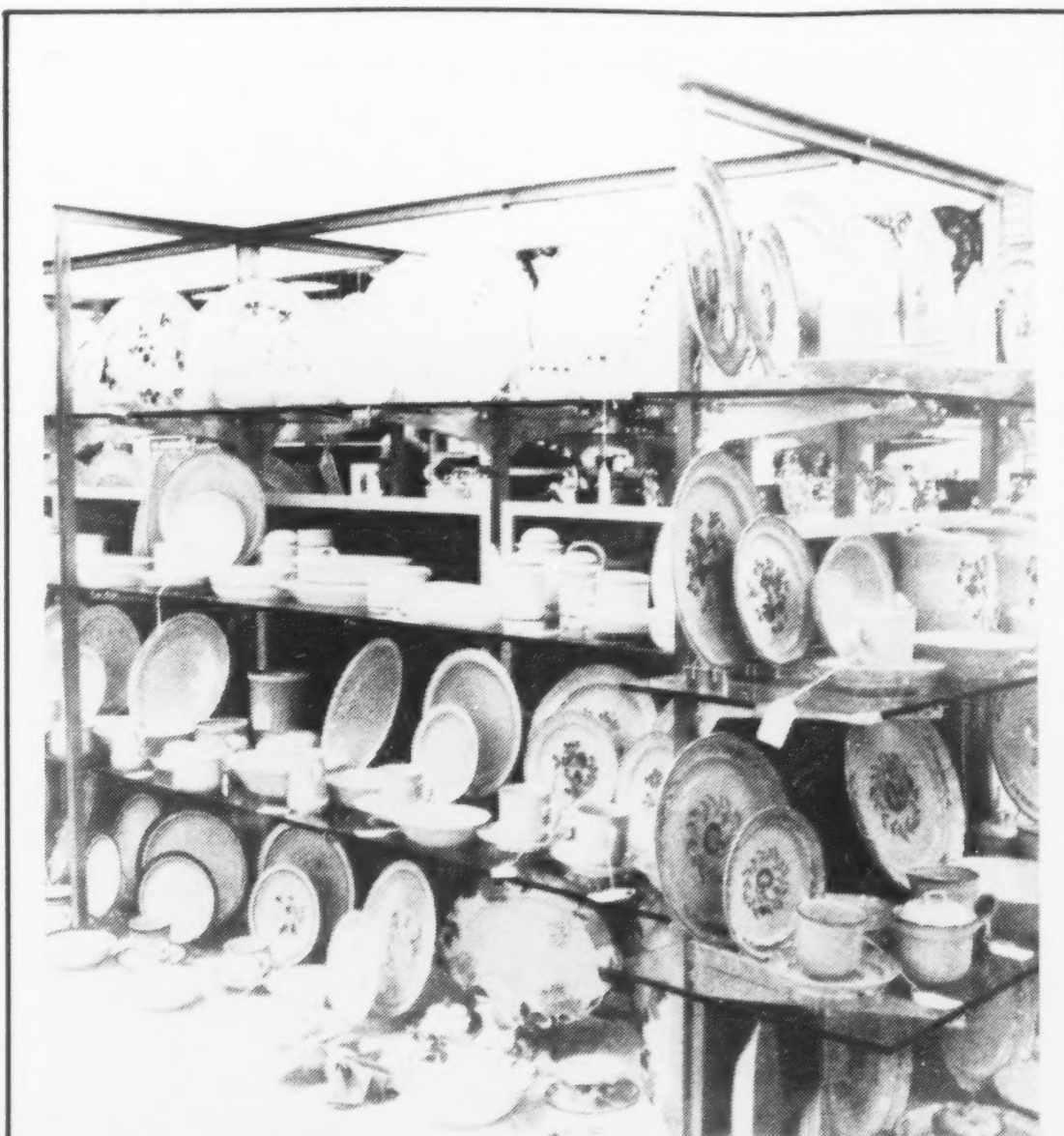
of discount chains shrinking, it becomes more important for manufacturers to protect their position with customers. Many are attempting to do it, in the face of increasing competition in their respective merchandise categories, with sharper price points, particularly on promotional offerings.

For instance, Corning's management acknowledged that part of the reason for its strong promotional lineup for Pyrex for the second half was to react to Anchor Hocking's new ovenware program.

Major Changes

For the second half, Corning has also scheduled its first major revision of the basic Corelle Livingware. Livingware 2, in 20-piece and 43-piece sets featuring a center floral design, has been introduced with prices slightly higher than the basic Livingware.

Some Livingware open-stock merchandise will also be shipped for the first time. Chain reaction to the bulk shipments, instead of four-packs, may hinge on their ability to present



Ann & Hope's dinnerware display in its North Dartmouth, Mass., store is one of several new upscale approaches. The glass-shelved fixture with overhead lighting presents place settings in several high-ticket dinnerware lines. (DSN photo)

the merchandise properly. The bulk dinnerware is difficult to present on gondola runs; stocking it could depend on the availability of space for table presentation.

There was some good sell-through on Corning's first-half dinnerware introduction of CornerStone, particularly as a result of Mother's Day promotions. Stores merchandising this higher-priced group are finding it moves better when presented with the stoneware

dinnerware stocked, instead of alongside the Corning lineup.

As the Product Movement Audit shows, the leading CornerStone pattern was China Blossom. Sales of Royal Garden and Belle Grove were close, while the fourth-ranking pattern was Glenora.

An important addition to HalMar's dinnerware inventory for the second half is melamine from Artisan Dinnerware/National Plastics. This is the first time around this manufacturer

has sold through distributors. Artisan's decision to do this may be a breakthrough influencing other dinnerware manufacturers to begin doing the same.

The chains have been anxious to see more basic dinnerware lines available through their distributors with their emphasis on gross margin return on investment. So far, many dinnerware manufacturers have been reluctant to give up their direct-selling-only policies.

The glassware category remains one of the hottest selling in housewares with multipiece sets still taking a big chunk of sales. Dominant among the sets are 18-piece sets selling at \$9.99 and under. Solid colors have been the leaders. The PMA shows the continuing strong sell-through on the Capri and Bolero sets from Libbey in tawny, blue and gold. Coming up in glassware sets, from several resources, is a 12-piece configura-

(Continued on page 48)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CORNING				
1	P166 6-cup percolator cornflower	1,749	23.75	41,538.75
2	P166-7 6-cup percolator, Wildflower	1,311	25.55	33,496.05
3	P1668 6-cup percolator, Spice	1,305	25.55	33,342.75
4	F2 French white 2 1/2-qt oval covered casserole	1,623	19.43	31,534.89
5	F1 French white 2 1/2-qt covered casserole	1,383	19.43	26,871.69
6	A3-8 Spice 3-qt sauce pan	763	23.30	17,777.90
7	P150 Grab-It	1,440	12.14	17,481.60
8	A3 Cornflower saucepan	765	21.23	16,240.95
9	A300-8 Kitchen Starter set, Spice	308	50.39	15,520.12
10	A300 Kitchen Starter set	323	44.09	14,241.07
11	P104-8 Spice T pot	730	18.89	13,789.70
12	F3 French white 10" pie plate	1,080	11.87	12,819.60
13	F330 French white 3-pc set	276	45.89	12,665.64
14	A21-8 Spice roaster	503	24.74	12,444.22
15	A3-7 Covered saucepan 3-qt Wildflower	525	23.39	12,279.75
PYREX				
1	233 Utility dish	5,542	6.74	37,353.08
2	463 D Custard cup	8,267	3.77	31,166.59
3	516 Measure	9,910	2.96	29,333.60
4	6230F covered casserole & basket	2,546	9.89	25,179.94
5	234 Oblong bake dish 4 qt	2,709	8.90	24,110.10
6	229 Pie plate	6,840	3.05	20,862.00
7	2320F 2-qt Bake dish & basket	1,899	10.79	20,490.21
8	2330 3-qt Bake dish & basket	1,193	17.09	20,388.37
9	508 Measure	8,353	2.42	20,214.26
10	115 Hurricane	1,841	10.16	18,704.56
11	3515 1 1/2-liter Juice jug	4,248	4.31	18,308.88
12	222 Cake dish square	3,651	4.76	17,338.76
13	213 Loaf dish	4,879	3.50	17,076.50
14	532 Measure	3,715	4.31	16,011.65
15	1400F 11-oz Mug Fireside	2,226	7.01	15,604.26

(Continued on page 48)



Bulk Stemware Shines at Target and Bradlees

Boxed glassware sets continue to grow as a percentage of total glassware business. Several chains, however, have been expanding their presentation of bulk stemware, particularly in higher-ticket merchandise. Both Target (l.) and Bradlees (r.) go

the bulk, 4-pack and boxed set route with stemware. One of Target's new San Diego stores displays bulk and 4-packs on one side of a glass-shelved fixture, with boxed sets on the other side. Bradlees' East Hanover, N.J., store, presents bulk stem-

ware and some beverage-ware on a display wall with recessed lighting in its new tabletop shop. Higher-priced items such as the merchandise from Toscana ticketed at \$5.99, are placed at easy-to-reach eye level. Less accessible were items at \$1.99.



HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
RUBBERMAID				
1	2965 Laundry basket, almond	5,269	5.57	29,348.33
2	2864 Flip-top basket, chocolate	3,511	8.09	28,403.99
3	2965 Laundry basket, chocolate	4,967	5.57	27,666.19
4	0450 Bath mat, light blue	6,341	3.23	20,481.43
5	2858 Step-on wastebasket, choc	1,446	12.59	18,205.14
6	0450 Bath mat, white	5,145	3.23	16,618.35
7	2965 Laundry basket, gold	2,938	5.57	16,364.66
8	2845 Basket, chocolate	3,292	4.67	15,373.64
9	0450 Bath mat, chocolate	4,726	3.23	15,264.78
10	2850 Basket lift lid, chocolate	1,856	8.09	15,015.04
11	2882 Covered trash can 20 gal	1,024	14.39	14,735.36
12	6032 Drainer, almond	2,360	6.11	14,419.60
13	6032 Dish drainer, chocolate	2,319	6.11	14,169.09
14	7041 Bath mat, light blue	2,637	5.21	13,738.77
15	2864 Flip-top basket, almond	1,648	8.09	13,332.32
PLASTICS				
1	Vanderbilt 751 nylon baster	6,800	1.25	8,500.00
2	Foley 25314 pastel nylon spatula	8,801	0.89	7,832.89
3	Republic 156 Freezette 1 qt	2,402	2.96	7,109.92
4	Deka SU510 Smurfs mug 10 oz	4,078	1.61	6,565.58
5	Deka SU560 Smurfs plate 9"	2,213	2.96	6,550.48
6	Deka SU590 Smurfs cereal bowl	3,622	1.61	5,831.42
7	Tamor 7800/A large sweater box	953	6.11	5,822.83
8	Deka SU530 Smurfs tumbler 11 oz	4,340	1.34	5,815.60
9	Eagle E2757 2-qt juice decanter	2,928	1.79	5,241.12
10	Alabaster 63040 8-oz measuring cup	6,480	0.80	5,184.00
11	Tucker T334 trash can 22 gal	564	8.99	5,070.36
12	Sterilite S2121 1qt refrig bottle	3,815	1.25	4,768.75
13	Republic 154 Freezette 1 pt	1,573	2.96	4,656.08
14	Alabastro 62048 Trendee table mate	1,290	3.59	4,631.10
15	Eagle E6244 SS 44-oz oblong saver	2,695	1.70	4,581.50

Source: HalMar Distributors, Holyoke, Mass., for Jan. 1 through May 5, 1983, covering more than 500 stores, including 400 full-line discount stores from New

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GADGETS				
1	Swing-A-Way 407-21 hand can opener	5,542	4.49	24,883.58
2	Rhodes 29031-UC timer, white	2,654	7.64	20,276.56
3	Rhodes 29035-UC timer, almond	2,500	7.64	19,100.00
4	Chaney 760 meat thermometer	5,473	2.06	11,274.38
5	Ekco 00050 stainless peeler	6,749	1.61	10,865.89
6	Swing-A-Way 107 jar opener	4,296	2.33	10,009.68
7	Ekco 08850 miracle can opener	9,141	1.07	9,780.87
8	Ekco 00030 peeler	12,254	0.76	9,313.04
9	Gemco 7987 food chopper	3,577	2.60	9,300.20
10	Automatic 90 colander strainer	2,577	3.41	8,787.57
11	Ekco 08840 4-way can opener	5,254	1.61	8,458.94
12	Vanderbilt 786 3-pc rolling spoon set	7,258	1.16	8,419.28
13	Foster 1336/2580 rolling pin	1,881	4.04	7,599.24
14	Ekco 8762 hand can opener 9x6	2,930	2.51	7,354.30
15	Bromwell 119 grater	3,722	1.97	7,332.34
BATH SHOP				
1	Magnolia M100 molded toilet seat, white	2,793	9.44	26,365.92
2	Magnolia M3000A padded seat, white	1,056	17.54	18,522.24
3	Selfix C441 shampoo spray	6,025	2.15	12,953.75
4	Magnolia M3000A padded seat, blue	717	17.54	12,576.18
5	Magnolia M3000A padded seat, brown	699	17.54	12,260.46
6	Magnolia M3000A padded seat, gold	688	17.54	12,067.52
7	Selfix N443 portable shower spray	1,203	9.89	11,897.67
8	Ekco 38110 18" towel bar	3,695	2.60	9,607.00
9	Magnolia M200 Hi-rise toilet seat, white	642	14.39	9,238.38
10	Selfix 2253 shower caddy	1,801	5.12	9,221.12
11	Ekco 38170 24" towel bar	2,844	2.96	8,418.24
12	Selfix 2251 shower caddy	2,604	3.14	8,176.56
13	Ekco 38890 toilet tissue holder	3,083	2.51	7,738.33
14	Ekco 38160 24" twin towel bar	1,644	4.49	7,381.56
15	Ekco 38120 12" towel bar	3,105	2.33	7,234.65

England to the Carolinas. Average retail prices reflect typical price points for discount chains.



PRODUCT MOVEMENT AUDIT

Top Makers

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tion with new combinations such as four stems, four rocks and four coolers.

Stemware continues to play a significant part in the glassware business in bulk and packaged presentations.

The long list of new entries in the bakeware category, particularly the spate of merchandise with the SilverStone coating, hasn't shifted our list of top volume producers. Ekco's Baker's Secret remains very strong; so does the uncoated bakeware which hits the prices that produce tonnage quantities.

Strong Impact

Microwave cookware has been a meaningful category in this area for a while, but it still keeps on growing in strength. Anchor Hocking and Corning are strong in the category. Rubbermaid has moved well when it has been advertised.

Several chains have said that higher-priced, decorative woodenware has slowed down in sales. Activity on basic woodware items, like cheese and cutting boards from our program with Foley (Martens), has been strong.

This same company has come up with an innovative new way to package fry pans. Foley has taken the SilverStone fry pans out of their plastic bags—used to protect the coating from scratching—and developed a lining for the interiors which accomplishes the same thing and makes for a more attractive in-store presentation.

Better packaging is also forthcoming from some of the major bath shop manufacturers, one of them being Selfix. This category will be showing sharper carded presentations in such areas as metal bath accessories.

Parent of ShopKo Has Record Year

MINNEAPOLIS—Record sales and earnings were reported by Super Valu for the fiscal year ended Feb. 26, 1983.

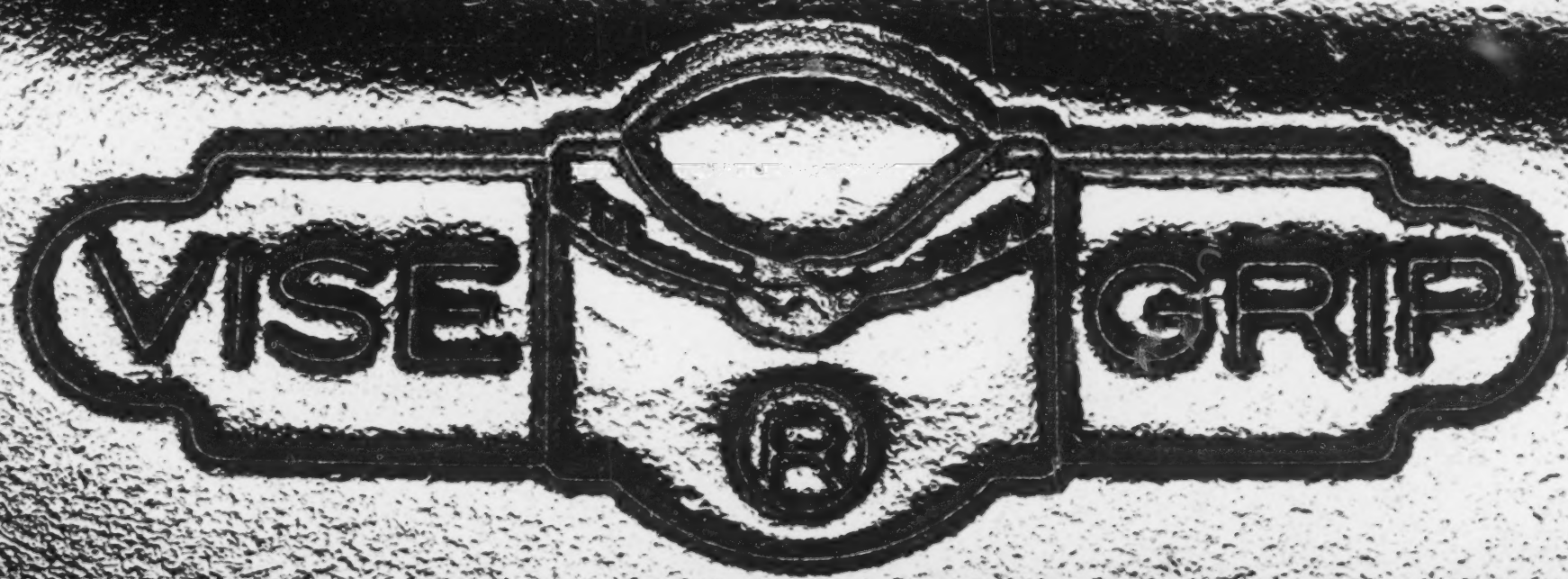
Sales for the 52 weeks reached \$5.2 billion, up 12.4% over the prior year. Net earnings totaled \$68.0 million, 5.1% greater than the previous year's \$64.7 million.

Earnings per share reached \$1.85, 4.5% higher than the \$1.77 reported a year ago.

Sales of the company's 36 ShopKo discount stores advanced 15.5% over last year. Earnings performance was equally strong and inventory levels were in excellent shape, CEO Mike Wright reported.

Wholesale food sales were up 11.5% over the preceding year, and with the significant reduction of inflation during the year, such sales represented one of the strongest tonnage growth years in recent history. Operating earnings of the wholesale food companies were also up significantly for the year.

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HOUSEWARES



PRODUCT MOVEMENT AUDIT

2nd Half: Good But No Boom

By JERRY FALK
Executive Vice President,
Bacar Distributors

Housewares business has consistently been building momentum since the beginning of the year. Still, buyers remain cautious, watching their inventory levels very carefully. While the outlook for the second half is good, no one is expecting a great business boom. The feeling is that the sales potential is out there, but everyone is going to have to work to get his share of it.

This attitude seems to prevail on both the retail and manufacturer sides of the housewares industry. One of the major manufacturers, Corning, has, for instance, brought out one of its strongest and longest new-product and promotional offerings in years.

The Corning new products include: French Bisque ovenware, first introduced for department stores and now available for mass distribution; a top-of-the-range cookware line called Visions; Corelle Livingware 2 in dinnerware; a 10-cup placement carafe for electric drip coffeemakers; a line of "designer" teapots; a new pattern, Heather, in Dimension IV dinnerware, and some new Pyrex items in microwave packaging.

Corning's new merchandise, combined with its strong promotional package, looks like volume potential for the second half.

Its CornerStone dinnerware has been meeting with some success. The higher price of this recent entry has meant placement primarily in larger operations willing to expand their as-

(Continued on page 56B)

Appliance Mfrs. Hike Shipments

CHICAGO—The Association of Home Appliance Manufacturers (AHAM) reported manufacturers' shipments of major appliances were up 4.2% during the first quarter of 1983, compared to the same period last year.

Strongest gains were registered by dishwashers, up 37.1%; electric ranges, up 32%, and disposers, 24.1%.

Microwave oven shipments for the quarter were 887,300 units, a gain of 8.1% over last year.

March microwave oven shipments hit a new high for that month of 356,500 units, a 20.4% increase over March 1982.

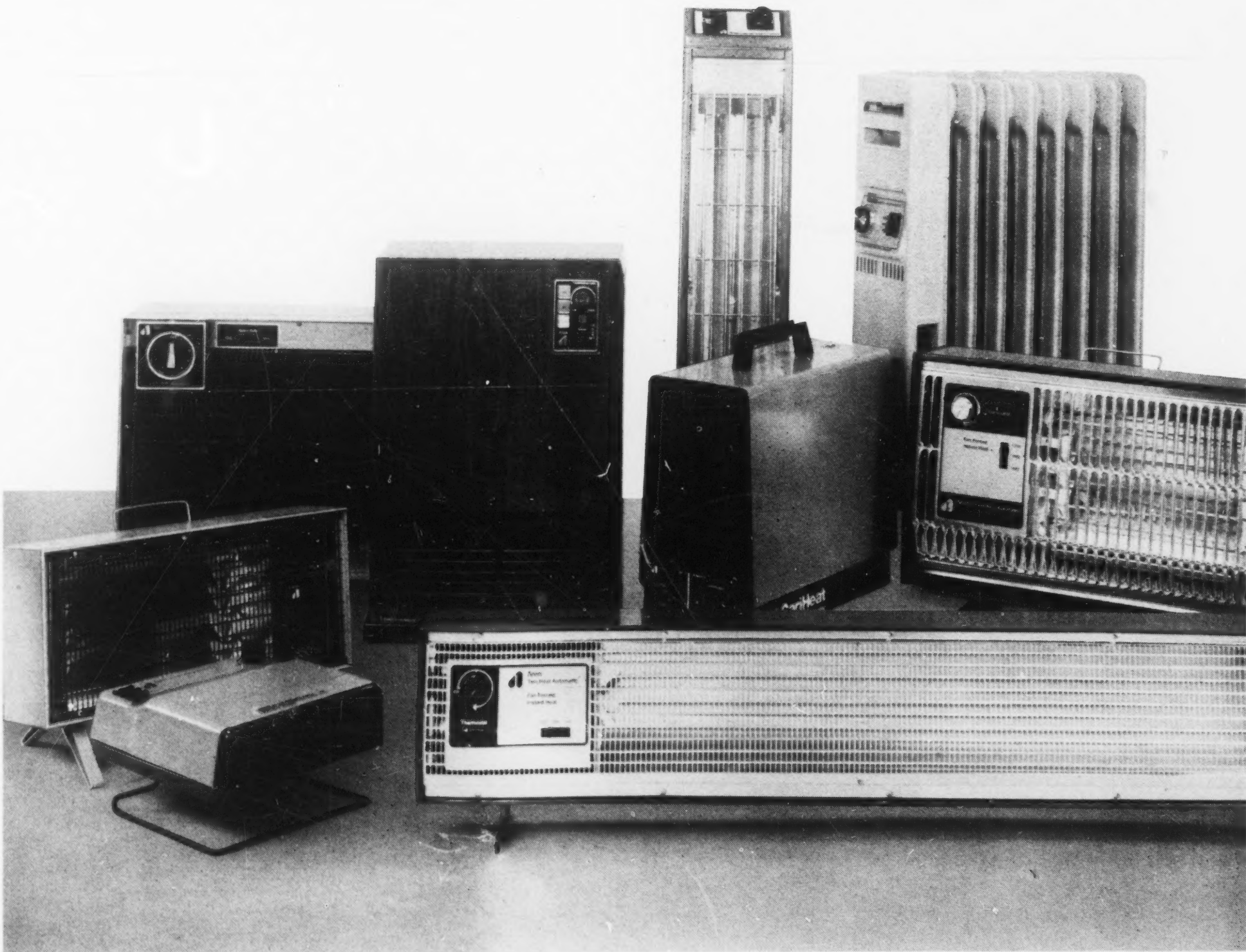
Total industry shipments for March were ahead of that month last year by 4.1%.

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GLASSWARE				
1	Durand blk 3030988 gobi Diamont crstl 10 oz	19,594	2.07	40,559.58
2	Durand blk 3030996 wine Diamont crstl 6 oz	19,357	2.07	40,068.99
3	Durand 7200132 blk plt Rosaline dnnr 9"	15,084	2.25	33,939.00
4	Durand 8001356 blk bwl Diamont lrg sid 9"	5,533	4.77	26,392.41
5	Durand 7200140 blk plt Rosaline slo 7"	13,752	1.80	24,753.60
6	Durand 8011041 blk bev Lancer crstl 11 oz	18,498	1.26	23,307.48
7	Durand 6200661 4-pk wine Rosaline	2,157	10.80	23,295.60
8	Durand 6200653 4-pk gobi Rosaline	2,075	10.80	22,410.00
9	Durand 8011017 blk bwl Diamont lnd slid 5"	15,215	1.35	20,540.25
10	Durand 7200819 blk mug Rosaline crstl 10 oz	10,133	1.80	18,239.40
11	Durand 8011066 blk rock Lancer crstl 10 oz	15,227	1.08	16,445.16
12	Durand 7200041 blk bwl Rosaline dsrt 5"	10,897	1.35	14,710.95
13	Riley 4020 suntea jar 1-gal w/spout	1,986	7.18	14,259.48
14	Durand 7200108 blk bwl Rosaline sid 9"	2,752	4.95	13,622.40
15	Durand 8011025 blk bwl Diamont dsrt/fruit 4"	11,984	1.08	12,942.72
DINNERWARE				
1	Cornerstone 20-pc set China Blossom	428	89.99	38,515.72
2	Cornerstone 20-pc set Royal Garden	355	89.99	31,946.45
3	Livingwr plate & a half 12 1/2"	1,396	20.69	28,883.24
4	Cornerstone 20-pc set, Glenora	305	89.99	27,446.95
5	Cornerstone 20-pc set Belle Grove	272	89.99	24,477.28
6	Dimension-IV 16-pc set, Cinnamon	506	44.99	22,764.94
7	Corelle 16-pc set, white	634	34.19	21,676.46
8	Expressions 20-pc set, Wildflower	290	67.49	19,572.10
9	Livingwr 16-pc set, Blue	532	34.19	18,189.08
10	Expressions 20-pc set, Indian Summer	269	67.49	18,154.81
11	Expressions 20-pc set, Meadow	253	67.49	17,074.97
12	Corelle 16-pc set, gold	484	34.19	16,547.96
13	Corelle 16-pc set, blue	456	34.19	15,590.64
14	Corelle 16-pc, green	370	34.19	12,650.30
15	Dimension-IV 15-pc set, Slate	278	44.99	12,507.22

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
COOKWARE				
1	Revere ss/cb kettle whistle 2.3 qt	1,419	20.70	29,373.30
2	Revere ss/cb kettle whistle 3 1/2 qt	1,072	27.00	28,944.00
3	Wear-Ever Pref SilverStone 10" chf fr pn	2,376	10.79	25,637.04
4	Nordic 12c formed bundt asst.	2,760	8.09	22,328.40
5	Wear-Ever Pref SilverStone 8" chf fr pn	2,579	8.54	22,024.66
6	Ekco Baker's Secret lrg cookie sht 17x11	5,147	4.22	21,720.34
7	Mirro Wrtmore SilverStone 10" saute pn	2,190	9.89	21,659.10
8	Ekco Baker's Secret mdm cookie sht 15x10	5,173	3.86	19,967.78
9	Revere c/c stock pot 12 qt	282	64.80	18,273.60
10	Mirro 21-qt covered super pot	784	21.59	16,926.56
11	Gen Housewares Granite canner w rack 21-qt	929	17.99	16,712.71
12	Revere copper kettle 2-qt Colonial	565	27.90	15,763.50
13	Ekco Baker's Secret obl utility pn 13x9	3,972	3.86	15,331.92
14	Mirro 7-pc set SilverStone almond	242	62.95	15,233.90
15	Ekco Baker's Secret 12-cup muffin pan	3,097	4.49	13,905.53
CORNING				
1	6-cup Perc, Spice	1,593	26.99	42,995.07
2	6-cup Perc, Wildflower	1,323	26.99	35,707.77
3	2 1/2-qt Oval casserole/lid, white	1,482	19.34	28,661.88
4	French White set (F-2 & F-6)	928	29.69	27,552.32
5	Starter set, Spice	480	53.54	25,699.20
6	5-qt Sauce pot, Wildflower	766	31.94	24,466.04
7	2 1/2-qt Round casserole/lid, white	1,182	20.69	24,455.58
8	Kitchen Starter set, Wildflower	366	50.39	18,442.74
9	Roaster, French White	657	26.54	17,436.78
10	6-cup Perc, Cornflower	649	25.19	16,348.31
11	French white 10-pc hostess set	202	80.54	16,269.08
12	10" Pie/quiche, white	1,105	12.59	13,911.95
13	French White oval veg-dish, 1-qt	1,298	9.89	12,837.22
14	3-qt Sauce pan, Spice	517	24.74	12,790.58
15	5-qt Sauce pot, Spice	398	31.94	12,712.12

(Continued on page 56B)

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HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
PYREX				
1	5000 Bake 'N' Store set	6,516	15.29	99,629.64
2	233 3-qt oblong Bake dish	9,149	7.19	65,781.31
3	234 4-qt oblong Bake dish	4,686	9.44	44,235.84
4	516 16-oz Liquid measure	8,950	3.14	28,103.00
5	463-D 6-oz Custard cup 4 pk	7,151	3.86	27,602.86
6	232 2-qt oblong Bake dish	4,647	5.75	26,720.25
7	233-F Fireside 3-qt utility dish	3,560	7.19	25,596.40
8	2330 3-qt Utility dish w/ basket	1,502	16.64	24,993.28
9	508 8-oz Liquid measure	9,318	2.51	23,388.18
10	703 3-qt oval covered casserole	1,695	11.69	19,814.55
11	222 2-qt square Cake dish	3,928	5.03	19,757.84
12	704 4-qt oval Baking dish	1,572	11.69	18,376.68
13	532 32-oz Liquid measure	4,085	4.49	18,341.65
14	6840 2-qt Casserole w/ basket	1,085	16.64	18,054.40
15	464-D 10-oz deep Pie dish 4 pk	3,179	5.12	16,276.48
MICROWAVE				
1	Nordic 62304 Micro-go-round	1,074	50.39	54,118.86
2	Corning P150GPCS Grab-it w/ glass & plastic cvr	3,459	8.54	29,539.86
3	8534 Rubbermaid 8-pc deluxe set	594	41.39	24,585.66
4	Nordic 63204 bacon/meat rack	2,958	8.09	23,930.22
5	Corning MW-2 browning grill	704	31.49	22,168.96
6	Corning MW-A-10 10" cvrd brwng skilt	634	29.69	18,823.46
7	Rubbermaid 8531 4-pc casserole set	911	17.99	16,388.89
8	Anchor Hocking PM469/T1 bcn rck 12x10"	1,818	8.64	15,707.52
9	Anchor Hocking PM400126 popper/stmr/rstr	912	14.40	13,132.80
10	Anchor Hocking PM40012 5-pc set	349	36.63	12,783.87
11	Corning MW-11-S Little Sizzler grill	689	18.45	12,712.05
12	Microette 486 plate cover, clear	2,094	6.02	12,605.88
13	Corning MC-6 divided dish	636	17.99	11,441.64
14	Corning M-68 1-qt Cook-n-Pour	580	19.34	11,217.20
15	Rubbermaid 5166 bacon & roasting pan	1,038	10.79	11,200.02

(Continued on page 64)



Several chains mention microwave cookware as one of the fastest-growing categories on the housewares selling floor. Here, customers peruse the assortment at Mars' Chicopee, Mass., store. (DSN photo)



PRODUCT MOVEMENT AUDIT

2nd Half

(Continued from page 55) sortments to encompass the price point. China Blossom has been the best-selling pattern in the CornerStone group of four. Two other leaders in the tabletop category have emerged, but they don't appear in the dinnerware Product Movement Audit since that group tallies only Corning merchandise.

Both of these top sellers are from J. G. Durand: its 16-pc. pink glass Rosaline dinnerware set and the 20-pc. Fleur glass dinnerware set.

The glassware PMA listing gives some indication of the strength of Durand's entire Rosaline group in bulk pack and the 4-pack wine and goblet.

The entire glassware audit is, in fact, dominated by Durand which initially made its mark as a major factor in our type of business by offering strong promotions in stemware and bulk (Continued on page 64)

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Toys 'R' Us Doubles Net In First Qtr.

ROCHELLE PARK, N.J.—Toys "R" Us more than doubled its net earnings during the first quarter, based on a sales gain of 31%.

Net earnings of about \$5.4 million reflected a 113% increase over the \$2.5 million in earnings the company reported during the year-earlier period.

Sales for the quarter rose to \$181.7 million from \$138.5 million during the first three months of fiscal 1983 (the company is now in fiscal 1984). Sales for the toy stores alone (not including the four department stores) increased by 34.9% to \$175 million.

Citing a comparable-toy-store volume gain of 19.6%, chairman and ceo Charles Lazarus said cost controls and improved merchandising techniques helped increase quarterly profits.

Lazarus added the company has benefited from strong consumer demand for video games and home computers. The category accounted for 22% of the company's volume for the quarter vs. 20% a year ago.

"Our success in positioning ourselves as a major supplier of home computer hardware and software, combined with our reputation for wide selection, low prices and good service, has produced substantial add-on sales for us," he explained.

In the future, Toys "R" Us will continue to be a dominant retailer of this type of merchandise," Lazarus added.

The company plans to open 25 new toy stores this year—six in the Atlanta market.

The company will also launch a new children's apparel chain, called Kids "R" Us, in the New York metro area this summer.

HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
RUBBERMAID				
1	2894-C Roughneck round can 32-gal, avoc	3,206	25.64	82,201.84
2	2894-A Roughneck round 32-gal can, avoc	2,206	25.64	56,561.84
3	2890-C Refuse container 30 gal, choc	2,614	17.09	44,673.26
4	2979-C Roughneck rect can 30 gal, choc	1,224	25.64	31,383.36
5	2979-A Roughneck rect can 30 gal, avoc	774	25.64	19,845.36
6	2965-C rect Laundry basket, choc	3,161	5.75	18,175.75
7	2965-AL rect Laundry basket almond	3,061	5.75	17,600.75
8	2863-95 Ice tray blue, bulk pack	17,760	0.98	17,404.80
9	2858-C Step-on wastebasket, choc	1,321	12.95	17,106.95
10	2937-AL Twin turntable, almond	3,960	4.31	17,067.60
11	2858-AL Step-on wastebasket, almond	1,225	12.95	15,863.75
12	2915-AL Drawer organizer 9x3, almond	17,525	0.89	15,597.25
13	2936-AL Single turntable, almond	6,168	2.51	15,481.68
14	2311-AL Slide-out drawer 16", almond	1,350	11.06	14,931.00
15	1181-AL Drain tray 15x20, almond	3,450	4.31	14,869.50
PLASTICS				
1	Loma 364 32-gal garbage can, green	1,295	11.69	15,138.55
2	Clipper 1048 spray bottle pint	7,582	1.43	10,842.26
3	Freezette 156 uprite set 1 qt	3,456	2.96	10,229.76
4	Freezette 158 uprite cont 1 gal	3,924	2.51	9,849.24
5	Freezette 154 uprite set 1 qt	3,216	2.96	9,519.36
6	Freezette 5504 refrig bottle 1 gal	3,384	2.69	9,102.96
7	Freezette 94187 1/2-gal pitcher w/4 tumblers	3,312	2.42	8,015.04
8	Freezette 155 uprite set 1 1/2 pt	2,328	2.96	6,890.88
9	Superseal 2757 2-qt decanter clear	3,585	1.88	6,739.80
10	Freezette 152 uprite set 1/2 gal	2,123	2.96	6,284.08
11	Freezette 506 push-pull jar 2.75 qt	2,783	2.24	6,233.92
12	Cadence 60061 stemrack clear acrylic	962	5.84	5,618.08
13	Arrow 189 colander 4-qt asst	3,103	1.52	4,716.56
14	Clipper 1024 spray bottle qt	2,436	1.79	4,360.44
15	Freezette 333 snap-lock container 1 1/4 qt	2,700	1.61	4,347.00

(Continued on page 64B)



Wal-Mart in Bentonville, Ark., presents a strong lineup in hurricane lamps and lamp oil. The merchandise shares gondola shelf space with an assortment of mugs. (DSN photo)



PRODUCT MOVEMENT AUDIT

2nd Half

(Continued from page 56B)

tumblers. Our heavy sales of Durand during this PMA period are partially due to strong promos of bulk items by supermarket and drug chain customers as well as discounters.

Sun tea jars have been good glassware items on the West Coast for a while now, and they continue to sell. We've had excellent results with the Riley sun tea jar with a pour spout lid and spigot, priced at \$6.99 to \$7.99 retail, lower on promotions.

(Continued on page 64B)

Grand Auto Net Up 15% For 1st Qtr.

OAKLAND, Calif.—Grand Auto's first-quarter net earnings increased 15% on sales that rose 9% for the period.

Net earnings for the 13 weeks ended May 1 totaled \$762,000 or 26¢ per share, compared to \$665,000 or 23¢ per share for the same period last year. Earnings per share were restated to reflect the 3 for 1 stock split approved by the chain's board of directors May 19.

Sales for the first quarter totaled \$31,498,000, a 9% increase over the \$28,933,000 recorded in 1982.

The stock split recently approved by the board became effective June 10 to shareholders of record that day. It was payable June 24.

The board also decided to increase the chain's quarterly cash dividend to 0.07¢ which is equivalent to 0.21¢ per share on a presplit basis. The dividend was payable June 24 to shareholders of record June 10.

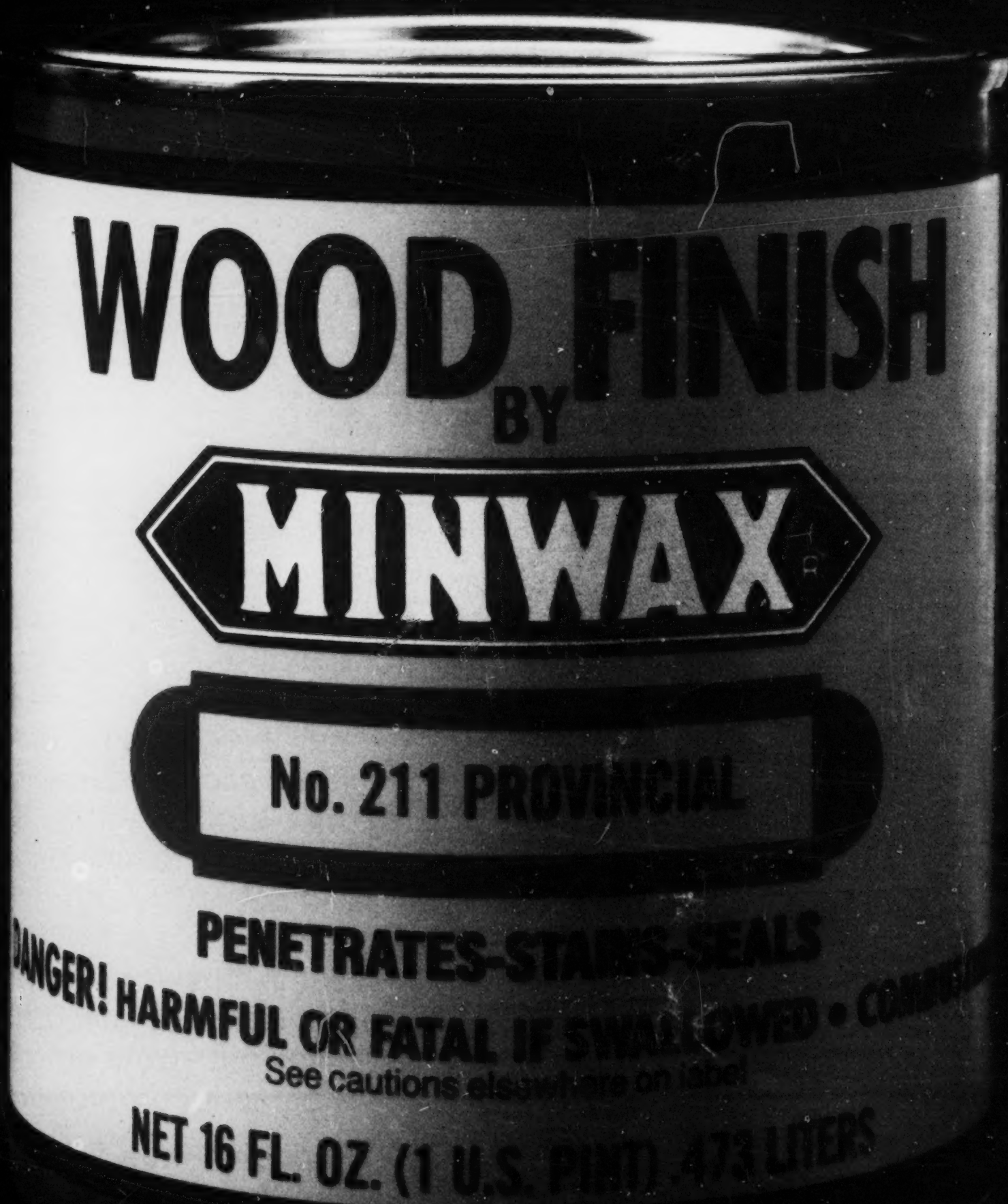
Irving E. Krantzman, chairman and ceo of the company, said the board's action will result in increased stock trading liquidity and broader investor representation.

There are now 992,755 common shares outstanding. After the split that number will rise to 2.9 million.

"We anticipate continued growth in sales during the balance of fiscal 1983 with the addition of new stores and a commitment to increase Grand Auto's market share in existing locations with improved merchandise presentation and customer service," Krantzman said, referring to the sales and earnings gain in the first quarter.

Grand Auto operates 81 retail automotive stores throughout northern and central California and western Nevada.

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HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GADGETS				
1	Swing-A-Way 407-C21 hnd cn opnr 5YR, choc	3,710	4.67	17,325.70
2	Gemco 2901 glass perk 8-cup asst colors	1,471	10.75	15,813.25
3	Swing-A-Way 407-H21 hnd cn opnr 5YR, hrvt	3,246	4.67	15,158.82
4	Rhodes 29035 timer short ring, almond	1,607	8.55	13,739.85
5	Swing-A-Way 107 cn opnr jr smil hnd, asst	5,560	2.42	13,445.20
6	American Family 3100 1-lb diet scale kt	1,907	5.84	11,368.80
7	Rhodes 29031 timer short ring, white	1,226	8.55	10,482.30
8	Bromwell 3119 4-side grater stnlss 9"	2,379	4.04	9,611.16
9	Taylor 5939 s/s therm meat dial	1,276	7.15	9,123.40
10	Ekco 00670 garlic press	2,379	3.05	9,085.95
11	Mart 15 wood cutting board 10x14"	1,410	6.20	8,742.00
12	Phx 6628 wing corkscrew	2,040	4.27	8,710.80
13	Mart 18 wood cutting board 12x16"	1,097	7.91	8,677.27
14	Foley 25368 nylon spatula/asst colors	9,834	0.88	8,653.92
15	Chaney 722 tube therm fry/cdy/jel	4,025	2.06	8,291.50
CLOSET & STORAGE				
1	McMillin 1-pc wire shoe rack	1,704	3.58	6,100.32
2	Tamor pk5 chld tubulars asst	2,040	1.25	2,550.00
3	Wil-Hold large storage box	348	6.74	2,345.52
4	A&E plastic tubular hanger beige	10,424	0.23	2,293.28
5	A&E plastic tubular hanger brown	9,790	0.23	2,251.70
6	Tamor plastic shoe rack almond	618	3.59	2,218.62
7	A&E set 10 drip dry hanger wire vinyl	1,542	1.43	2,205.06
8	A&E plastic tubular hanger white	9,316	0.23	2,142.68
9	Tamor plastic shoe rack brown	552	3.59	1,981.68
10	A&E set 3 suit hanger w/clip clear	807	2.06	1,662.42
11	Wil-Hold small storage box	288	5.57	1,604.16
12	A&E plastic tubular hanger yellow	6,624	0.23	1,523.52
13	Itex tubular plastic hanger almond	8,783	0.17	1,493.11
14	Wil-Hold shoe box/vanilla lid	720	2.06	1,483.20
15	A&E set 2 slack hanger wood	719	1.79	1,287.01

(Continued on page 67)



One of the fastest sellers at the opening of Bradlees' East Hanover, N.J., store was wire-grid stacking chairs. They were featured in the grand opening circular and promoted at \$8.99. (DSN photo)



PRODUCT MOVEMENT AUDIT

2nd Half

(Continued from page 64)

Our bakeware category has been growing substantially even though the first half isn't usually a big one for the merchandise. The SilverStone coated items have been well received, but the "old favorite" Ekco's Baker's Secret merchandise is still moving fast.

Part of the reason for the continuing success of Baker's Secret is Ekco's determination to maintain its position as the bakeware leader despite the onslaught of other lines with the SilverStone finish. Ekco continues to support the line with heavy television ads.

At San Francisco's Gourmet Housewares Show, Ekco intro-

(Continued on page 67)

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U.S. Shoe Eyes \$1.5B For '83 After Hot 1st Qtr.

CINCINNATI—U.S. Shoe chairman Philip Barach is predicting a 20% increase in annual volume to \$1.5 billion for 1983.

At the company's annual meeting Barach pointed to the record-high first-quarter figures as an indication of the company's direction for the year. Earnings for the quarter rose 28% to \$11.4 million and sales rose 19% to \$318.5 million.

During the three months ended April 30, 1983, the company opened 46 specialty retailing units: 17 Ups 'n Downs, 15 Casual Corner, 5 T. H. Mandy, 5 Little Folks and 4 Caren Childs units. Another 138 specialty stores and 5 more Front Row off-price apparel stores are planned for 1983. Two Front Rows will be in Chicago and three in Houston.

At the annual meeting, shareholders approved a 2-for-1 stock split which will increase the number of common shares from 15 million to 30 million. The stock split will be in the form of a 100% common share dividend payable June 17, 1983, to shareholders of record on May 26.

Carlisle Complaint Rejected by I.T.C.

WASHINGTON—The International Trade Commission rejected Carlisle Tire and Rubber Co.'s complaint that mass merchandise chains cut back sharply on orders for their bicycle tires and tubes because of "unfair price" competition by Taiwanese firms.

The commission's decision was made after a year-long investigation of pricing activities of Taiwanese bicycle tire and tube exporters.

In justifying its rejection of the complaint, I.T.C. said that Government trade experts have determined "that bicycle tires and tubes from Taiwan are not being, nor are likely to be, sold in the United States at less than fair value."

HOUSEWARES



2nd Half

(Continued from page 64B)

duced an important new group for second half-selling. It's Ekco Baker's Secret Classics, a line of eight bakeware items designed to capitalize on the trend to gourmet cooking. The items have been designed for baking foods such as flan and tarts; some items are scalloped or shell-shaped.

We added the Wear-Ever glass ovenware with the SilverStone lining in March. This hasn't given the merchandise enough time on retail shelves to shop up on the PMA listing, but it's moving well at the retail level.

Another successful recent introduction is the Mirro bakeware line with SilverStone.

In the microwave cookware category a recent entry has already had an impact on the PMA listing of the top 15 sellers. Two Rubbermaid sets—the 8-pc. deluxe set and the 4-pc. casserole set—are on the list. The entire Rubbermaid microwave line has been getting a big share of the business.

Nordic's Micro-Go-Round is holding onto its top spot in this category. Merchandise from Corning and Anchor Hocking are also mainstays in microwave cookware sections.

There are other recently introduced items that have been moving fast that haven't had enough time to appear on the best-seller list. Among them are a mini-blind cleaning wand for small slat venetian blinds; the "Eggmate" omelet/poacher pan from Mirro, and a quart size decorator plastic sprayer bottle from Contico.

Second-half promotional offerings from several manufacturers look good. We've already mentioned Corning. Wear-Ever promotes for its Preferred and Premium cookware, and the Rubbermaid specials also offer a great deal of volume potential. Many chains will probably be planning heavily around the offers from these three basic resources.

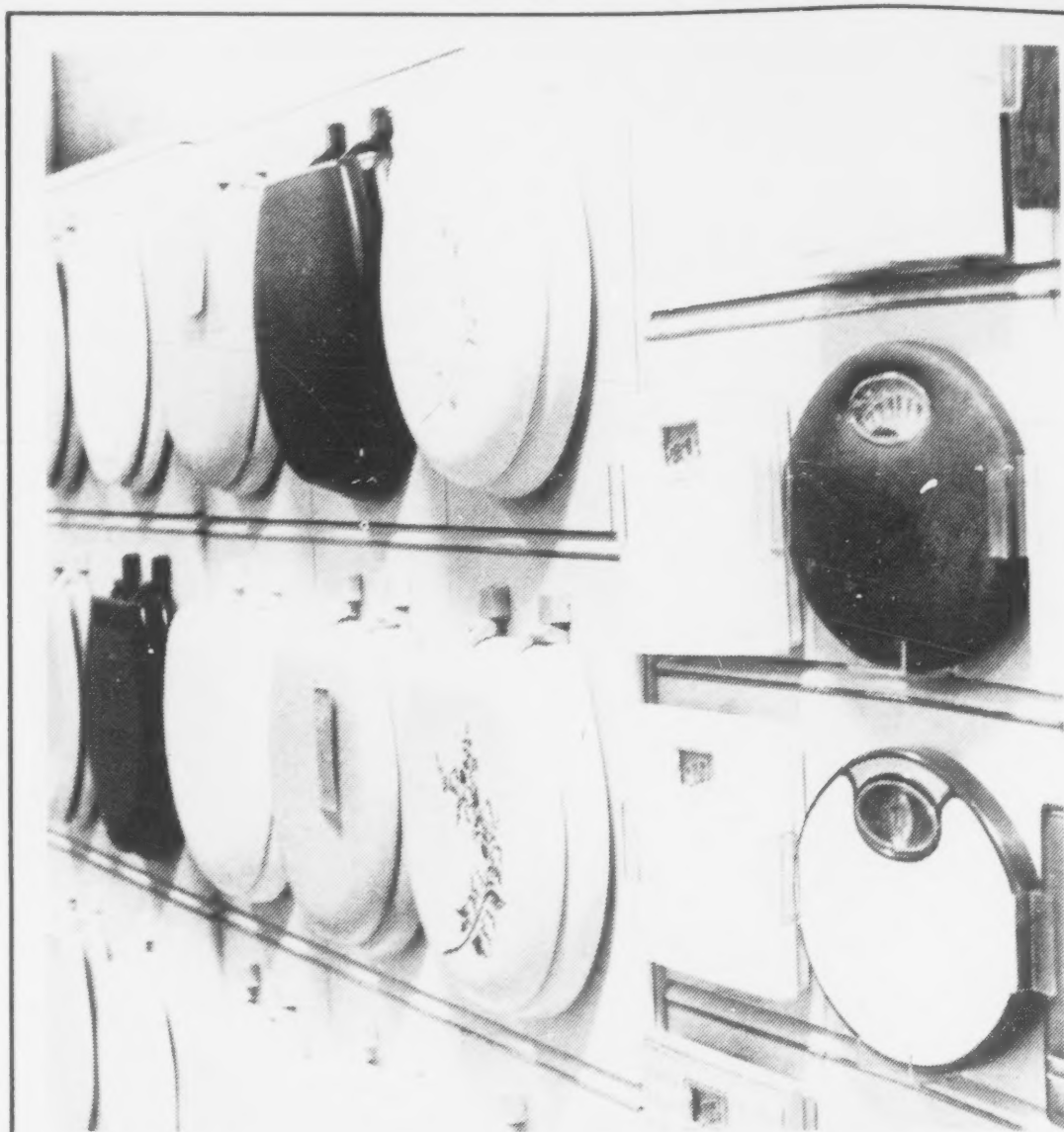
CMA Elects Kieckhafer Prez

WALWORTH, Wis.—The Cookware Manufacturers Association (CMA) has elected Thomas W. Kieckhafer president.

Kieckhafer is vice president, sales, of the West Bend Company. Geoffrey C. Fear, president of Chicago Metallic Products, was elected CMA vice president; Paul Uetzmann was re-elected executive vice president.

Directors re-elected by the CMA membership were: Arnold H. Dreyfuss, chairman/ceo of Wear-Ever Aluminum; Judy McBee, vice president of marketing for Farberware, and Fear.

The CMA also forecast a 1983 record year for the industry; industry shipments during the first four months were ahead of last year by 19.2%.



The bath shop in Prange-Way's East Town store in Green Bay, Wis., features a newly designed fixture for toilet seats and scales. Customers lift the doors holding the sample model to find the boxed stock. (DSN photo)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
BATH SHOP				
1	Grayline king-size shower caddy	4,524	5.12	23,162.88
2	Grayline jumbo helper shelf (stand)	2,202	3.95	8,697.90
3	Selfix shampoo spray	3,143	2.06	6,474.58
4	Grayline small shower caddy	1,962	3.14	6,160.68
5	Counselor fbr-opt bath scale natural	177	31.49	5,573.73
6	Counselor fbr-opt bath scale walnut	174	31.49	5,479.26
7	Selfix protable wall/hand shower	530	9.89	5,241.70
8	Borg scale square almond	266	16.19	4,306.54
9	Borg scale wicker natural	199	18.89	3,759.11
10	Borg scale wicker brown	193	18.89	3,645.77
11	Borg scale square brown	199	16.19	3,221.81
12	Borg scale rectangular brown	133	21.59	2,871.47
13	Borg scale rectangular white	122	21.59	2,633.98
14	Borg scale oval almond	101	25.19	2,544.19
15	Borg elec digital scale almond	34	62.99	2,141.66
CLEANING CHEMICALS				
1	Willert t/bowl fresh deod tree	22,680	0.62	14,061.60
2	Nat c/broom (20%) economy 4sew	2,022	4.04	8,168.88
3	Vac bag Eureka upright	7,896	0.90	7,106.40
4	Willert cedar m-balls 7-oz bag	5,052	1.25	6,315.00
5	O-Cel-O sponge hand size 4-pk bp40	6,720	0.89	5,980.80
6	Roll-O-Matic sponge mop	517	10.97	5,671.49
7	Vac bag Hoover bottomfill	6,224	0.90	5,601.60
8	Quickie automatic sponge mop	720	7.37	5,306.40
9	Ballonoff copper dustpan	3,048	1.70	5,181.60
10	White 12" black dust pan	1,608	3.05	4,904.40
11	Kellogg capt hook angle brown	1,038	4.49	4,660.62
12	White 16" black dust pan	768	5.93	4,554.24
13	Quickie automatic roller mop	540	8.27	4,465.80
14	Willert Enoz moth ball 1-lb box	2,592	1.70	4,406.40
15	Curly cheese cloth, 2-yd pkg	3,777	1.07	4,062.79

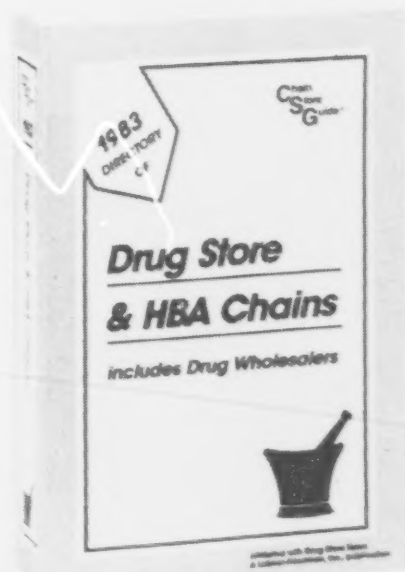
Source: Bacar, distributors, San Jose, Calif., for Jan. 1 through May 4, 1983, covering 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

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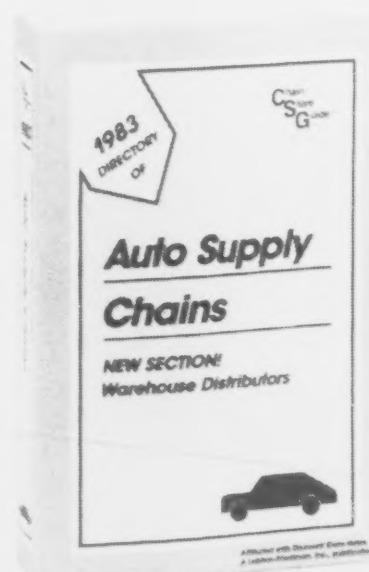
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4. Identifying the key decision-makers your sales team should be calling on.
5. Augmenting your sales program and sales services by using the guides as a telemarketing tool for your reps and support people.



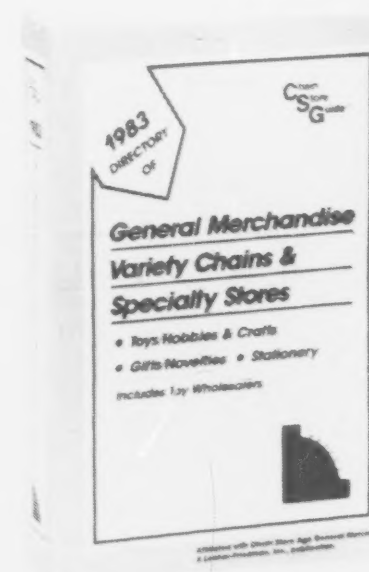
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HOUSEWARES



PRODUCT MOVEMENT AUDIT

Higher-end Promos Fail To Impress

By ARNOLD REINHARD

Director of Sales,
Schreiber Company

Based on housewares sales increases clocked in during the first five months, most discounters are looking for strong gains during the second half. Despite all the talk about trading up and high-fashion merchandise, the big dollar sales generators are expected to be in basic merchandise. That's where chains are headed with second-half promotions.

Many stores that tried going "off center" by promoting higher-end items were disappointed and found they didn't really bring in the volume business. There have been some exceptions to this. One of them has been promos on Farberware cookware sets.

Steering toward volume promotions, however, isn't necessarily synonymous with sticking to just the lowest possible price tag.

For example, 35-pc. sets in basic Corelle Livingware, promoted in the area of \$48-\$50, have been consistent winners

(Continued on page 73)

FTC May Place Care-Label Onus On Big Retailers

WASHINGTON—Key discount chains and other large retailers may be held liable for improperly labeled apparel and soft goods under "final" new proposed amendments to the Federal Trade Commission's textile Care Labeling Rule.

But, the changes in those regulations—which must still survive a review by Congress—will ease other Federal requirements under which retailers must pass on care labels for piece goods, FTC officials told a National Conference on Care Labeling late last month.

The commission's 12-year-old care-labeling rule is designed to provide consumers with information on the maintenance of their apparel and to reduce the likelihood of damage from improper cleaning procedures.

Although the 1971 rule prohibits the "unfair or deceptive practice of failing to attach a label to finished textile products," it doesn't specifically state who is responsible for compliance.

This "lack of clarity poses an obstacle to the enforcement of

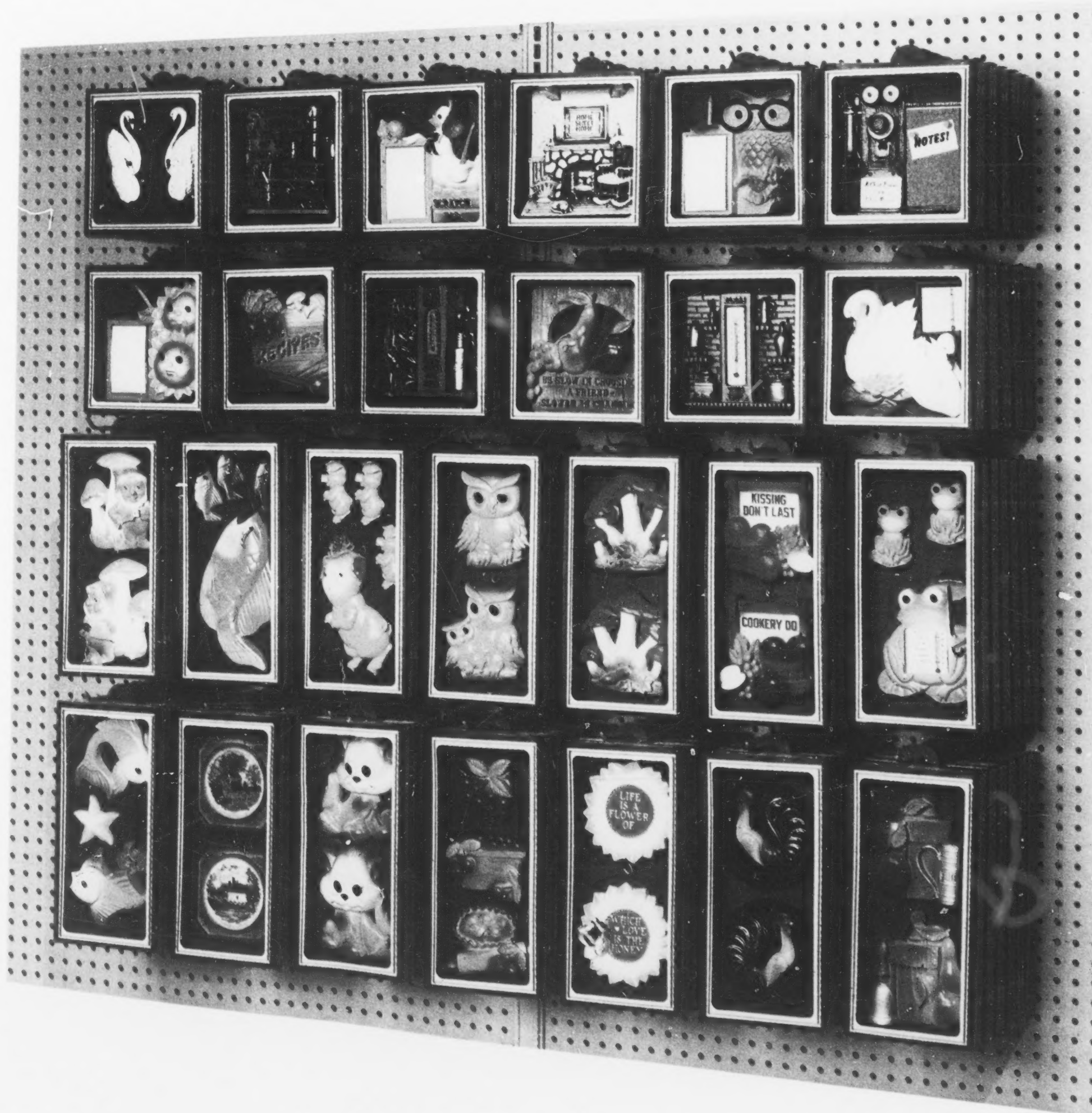
(Continued on page 73)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GLASSWARE				
1	Gallery ceramic assorted coffee mugs	6,762	1.38	9,331.56
2	Libbey 81837T 18-pc Capri	443	9.90	4,385.70
3	Gallery Ceramic assorted coffee mugs	2,418	1.62	3,917.16
4	Libbey 82482 24-pc Chivalry	188	19.00	3,572.00
5	Anchor Hocking 700/719A table set	335	9.14	3,061.90
6	Durand 8001356 Diamant bowl 9	1,166	2.55	2,973.30
7	Durand 8011017 Diamant bowl 5	3,432	0.81	2,779.92
8	Anchor Hocking W1071 bud vase 9"	2,971	0.90	2,673.90
9	Anchor Hocking 1153 1-liter beer mug	887	2.90	2,572.30
10	Anchor Hocking N1216 gold ash tray	1,476	1.67	2,464.92
11	Durand #3035870 Noblesse Cord 4	576	4.09	2,355.84
12	Anchor Hocking beer mug 15 oz	1,464	1.55	2,269.20
13	Anchor Hocking N3600/723 7-pc set, gold	371	5.95	2,207.45
14	Libbey set 8 393/23516 Enchmnt beverage	317	6.64	2,104.88
15	Anchor Hocking 705 butter dish	1,495	1.33	1,988.35
COOKWARE				
1	Mirro W1788-34 7-pc cook set	2,545	26.45	67,315.25
2	Mirro W0788-34 fry pan 12"	7,026	8.11	56,980.86
3	Mirro W0786-34 fry pan 10"	6,399	6.36	40,697.64
4	Mirro W0785-34 fry pan 8"	7,851	4.70	36,899.70
5	Gen Hsewres 0707 21-qt covered canner	1,842	13.10	24,130.20
6	Mirro M0512 pres cann 12 qt	429	55.76	23,921.04
7	Revere 3835 3867 7-pc set	338	62.24	21,037.12
8	Mirro W0795-34 griddle 11	2,402	7.92	19,023.84
9	Ken Carter MB-13 13-qt ss bowl	3,272	4.86	15,901.92
10	Mirro M0598 pres canner 8 qt	360	43.50	15,660.00
11	Ken Carter MB-8 8-qt mix bowl	3,129	3.51	10,982.79
12	Ken Carter MB-5 5-qt ss mix bowl	3,611	2.43	8,774.73
13	Mirro M0932-36 teakettle, choc	1,590	4.39	6,980.10
14	North Amer Philips RP6 replacement bowl	623	9.37	5,837.51
15	Mirro M0932-43 teakettle, almond	1,325	4.39	5,816.75

(Continued on page 73)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
DINNERWARE				
1	Corelle 35-4 35 pc, gold	503	59.07	29,712.21
2	Corelle 35-23 35 pc, light blue	487	59.07	28,767.09
3	Corelle 35-1 35 pc, green	470	59.07	27,762.90
4	Corelle 35-5 35 pc, blue	467	59.07	27,585.69
5	Corelle 35-6 35 pc, brown	361	59.07	21,324.27
6	Corelle 16-4 16 pc, gold	632	24.49	15,477.68
7	Corelle 16-5 16 pc, blue	503	24.49	12,318.47
8	Corelle 16-1 16 pc, green	502	24.49	12,293.98
9	Corelle 16-23 16 pc, m blue	322	24.49	7,885.78
10	Corelle 16-N white, 16 pc	275	24.49	6,734.75
11	Corning 410-1 small bowl brown 10	720	8.42	6,062.40
12	Corning 410-4 small bowl gold 10	696	8.42	5,860.32
13	Corelle 35 35-pc white set	96	59.07	5,670.72
14	Corelle 16-6 16-pc set, brown	230	24.49	5,632.70
15	Corning 432-1 1-qt bowl, green	770	7.31	5,628.70
FLATWARE				
1	Imperial Fleurette 50-pc set	546	20.16	11,007.36
2	Imperial Nova 50-pc set	493	20.16	9,938.88
3	Imperial Young Rose 50-pc set	457	20.16	9,213.12
4	Imperial Serta 50-pc set	380	20.16	7,660.80
5	Imperial Nova 25-pc set	604	10.92	6,595.68
6	Imperial Young Rose 25-pc set	552	10.92	6,027.84
7	Oneida 468 Main St 20-pc set	220	23.80	5,236.00
8	Imperial Fleurette 25-pc set	460	10.92	5,023.20
9	Imperial Serta 25-pc set	422	10.92	4,608.24
10	Oneida 479 Daydream 20-pc set	368	12.18	4,482.24
11	Oneida 526 Lasting Rose 20-pc set	131	27.57	3,611.67
12	Oneida 494 Encore 20-pc set	239	12.18	2,911.02
13	Oneida 553 Emilia 20-pc set	105	27.57	2,894.85
14	Oneida 481 Am Ballad 20-pc set	230	12.18	2,801.40
15	Oneida 525 Strathmore 20-pc set	96	27.57	2,646.72

Pegged for Profit



A pegboard display of Miller Studio's Decorative and Utilitarian Wall Accessories creates impulse sales with more turns for the space.

See us in booth 4051-4056, National Housewares Exposition, July 11-14.



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HOUSEWARES



Housewares basics, Corning dinnerware and 4-pack beverage sets, share a gondola run at a Target, San Diego, store. The dinnerware assortment includes the recently introduced Corning CornerStone. (DSN photo)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
MICROWAVE				
1	Anchor Hocking PM400/127 5-pc set	1,227	21.94	26,920.38
2	Corning MW-11-S browning grill	1,263	15.58	19,677.54
3	Anchor Hocking PM469/T1 bacon rack	2,999	5.31	15,924.69
4	Corning MC-4 2 1/2-qt oval dish	870	14.01	12,188.70
5	Anchor Hocking PM444/T1 bake sheet	1,932	5.31	10,258.92
6	Anchor Hocking PM486/T1 divided plate	1,876	5.31	9,961.56
7	Anchor Hocking PM481/T1 utility pan	1,714	5.31	9,101.34
8	Anchor Hocking PM447/T1 muffin pan	1,380	5.31	7,327.80
9	Corning MW101 set of 3	287	22.91	6,575.17
10	Anchor Hocking PM479/T1 roast rack	1,211	5.31	6,430.41
11	Corning MW-2 browning grill	223	24.73	5,514.79
12	Anchor Hocking PM459/T1 baking ring	978	5.31	5,193.18
13	Corning MW-A-10 browning skillet	206	23.85	4,913.10
14	Corning M-10-GR covered cooker 10	180	18.00	3,240.00
15	Anchor Hocking PM480/T1 4-qt cooker	328	9.45	3,099.60
CORNING				
1	A-1 1 1/2-7 covered dish, Flower	846	14.99	12,681.54
2	A-1 1 1/2-8 covered dish, Spice	822	14.98	12,313.56
3	A-1 1 1/2 covered dish, Cornflower	855	13.03	11,140.65
4	A-3 Covered saucepan	618	17.69	10,932.42
5	A-3-8 Covered saucepan 3	550	19.40	10,670.00
6	A-3-7 Covered saucepan 3	510	19.40	9,894.00
7	P-166-7 6-cup perc, Flower	395	21.29	8,409.55
8	A-5 5-qt casserole, Cornflower	339	23.26	7,885.14
9	A-5-7 5-qt casserole, Flower	276	25.08	6,922.08
10	F-2 Covered oval casserole 2	417	16.20	6,755.40
11	P-150-GPC Grab-It set & cover	1,152	5.22	6,013.44
12	P-166 6-cup perc, Cornflower	297	19.85	5,895.45
13	P-150 Grab-It set 15 oz 2	561	10.11	5,671.71
14	A-5-8 5-qt covered dish, Spice	225	25.08	5,643.00
15	P-166-8 6-cup perc, Spice	249	21.29	5,301.21

(Continued on page 74)



PRODUCT MOVEMENT AUDIT

Higher End

(Continued from page 72)

despite the relatively large dollar layout asked of customers. These 35-pc. sets show up on the Product Movement Audit (PMA) as, by far, the dominant sales producers in the dinnerware category.

By contrast, attempts to bring in big volume with promotions in the smaller configuration sets in Corelle's higher priced Traditions, Expressions, and Dimensions IV haven't been nearly as successful.

Not Desirable

Our experience with Corning's latest dinnerware entry, the CornerStone collection geared to compete in the ironstone/stoneware market, hasn't been favorable. We will continue to stock the merchandise for selected customers.

Lloyd Eberly, vice president of purchasing for Schreiber, said he's excited about Corning's new promotional strategy for Corelle dinnerware in the second half. Many Corelle open-stock items, previously available only in four-packs, will be offered in bulk.

"Corning is phasing out its practice of packing with paper between the merchandise and going to a light paper-type coating which protects the merchandise and which the customer washes off," said Eberly. "I

(Continued on page 74)

Care Labels

(Continued from page 72)

the rule," FTC officials said in proposing amendments to the regulation.

Among other things the proposed amendments explicitly place the responsibility for care labeling of textile wearing apparel on "manufacturers and importers" including "any person or organization that directs or controls the manufacture or import" of these items, FTC said.

Consequently, "in specific situations, this responsibility may rest with retailers if they directed or controlled the manufacture of the finished product," FTC officials said during the care labeling conference, held in Washington.

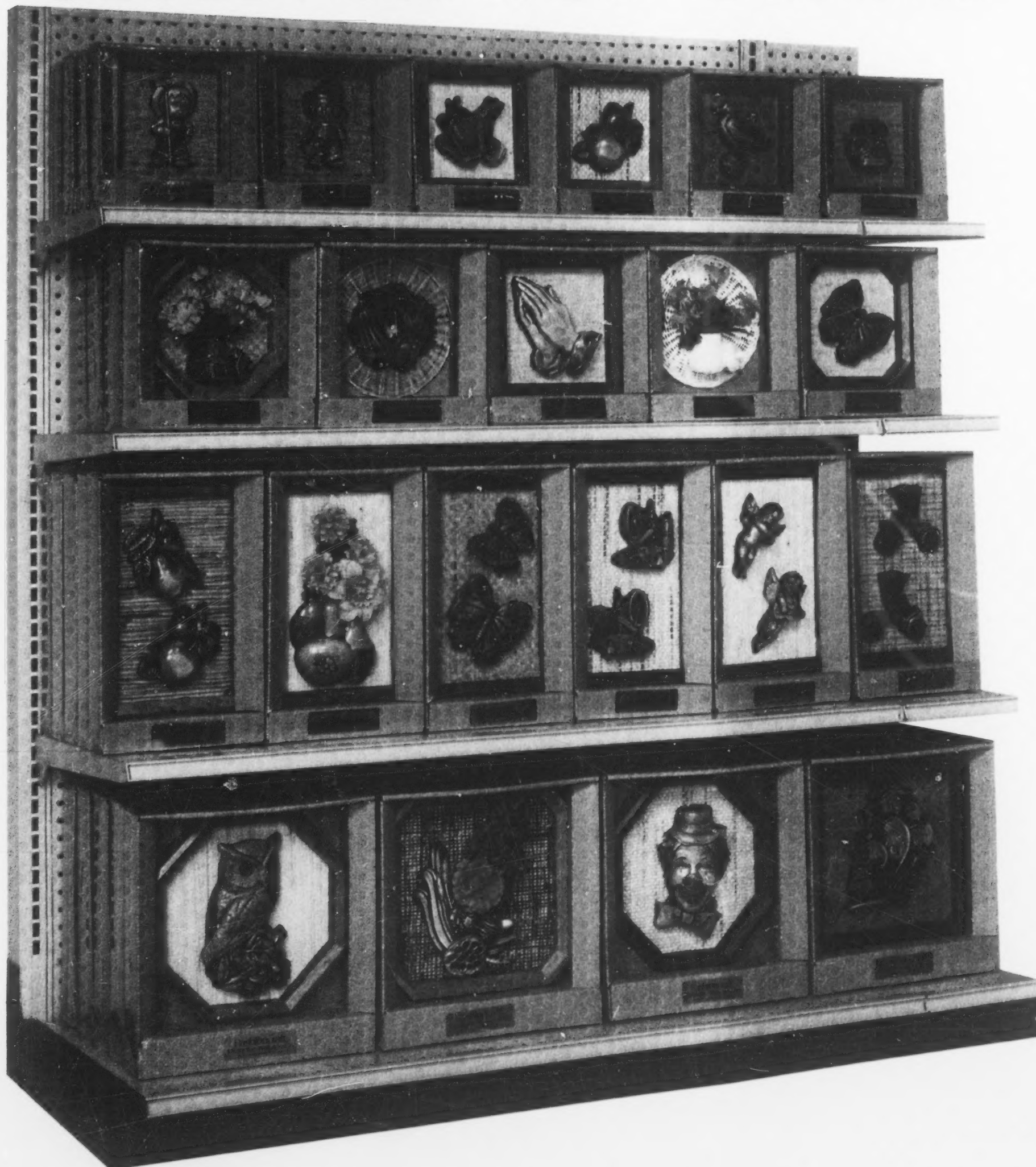
"Failure to provide reliable care instructions and warnings for the useful life of an item, as required, constitutes a violation of the FTC act and could subject the violator to enforcement action and penalties," they added.

On the other hand, the new care labeling regulations would reduce other burdens currently placed on retailers.

Under the proposed amendments retailers would no longer have to distribute care labels for "piece goods"—bolts or rolls of material used for home sewing—to consumers, FTC officials pointed out.

(Continued on page 74)

Shelved for Show



A shelf display of Miller Studio's exciting new FASHIONCRAFT™ Wall Accents has heads turning to create even more impulse sales.

See us in booth 4051-4056, National Housewares Exposition, July 11-14.



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HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
PYREX				
1	463-D 6-oz Custard	2,578	3.05	7,862.90
2	2330 Bake dish/basket	523	14.07	7,358.61
3	7020 2-qt Casserole w/basket	520	14.07	7,316.40
4	232 Utility dish 2 qt	1,462	4.82	7,046.84
5	3520-S 2-liter jug	1,578	4.43	6,990.54
6	95-F 3-pc amber bowls	906	7.22	6,541.32
7	480-61 3-pc Casserole frst	416	15.55	6,468.80
8	480-80 Shen casserole set	410	15.55	6,375.50
9	6245-F Casserole/bras	423	14.86	6,285.78
10	516 16-oz Measuring cup	2,495	2.50	6,237.50
11	6840 Casserole/basket	428	14.07	6,021.96
12	229 9" deep pie plate	2,227	2.58	5,745.66
13	480-49 3-pc Casserole, white	369	15.55	5,737.95
14	2325-F Bake dish/bras	382	14.86	5,676.52
15	300-61 bowl set frst	560	10.03	5,616.80
BAKEWARE				
1	Ekco 54650 Heart cake pan	6,840	1.89	12,927.60
2	Ekco 64330 Oblong cake pan	3,119	2.86	8,920.34
3	Ekco 64470 Loaf pan Baker's Secret	3,276	2.52	8,255.52
4	Mirro C6032 Tea muffin pan	4,148	1.62	6,719.76
5	Ekco 64590 12" Pizza pan	2,314	2.86	6,618.04
6	Ekco 64100 Cookie sheet	1,762	2.86	5,039.32
7	Ekco 64080 Cookie sheet	2,016	2.27	4,576.32
8	E-Z-Por 815 Oven liner 2-pk	2,376	1.74	4,134.24
9	Ekco 64200 12-cup muffin pan	1,152	3.43	3,951.36
10	Ekco 64110 Cookie sheet	1,242	3.15	3,912.30
11	Ekco 54410 Angel food round	864	4.29	3,706.56
12	E-Z-Por 2821 Square cake pans	2,964	1.25	3,705.00
13	Ekco 54110 Cookie sheet	1,500	2.25	3,375.00
14	Ekco 54330 Oblong cake pan	1,788	1.82	3,254.16
15	E-Z-Por 1894 lasagne pan	2,172	1.46	3,171.12

(Continued on page 76)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CHEMICALS				
1	Johnson 0344 14-oz Favor	18,888	2.00	37,776.00
2	Texize 271 Fantastic spray	22,191	1.63	36,171.33
3	Lehn 2121 Lysol spray 18-oz	9,324	3.59	33,473.16
4	Boyle 6140 Woolite liquid 16-oz	14,663	2.20	32,258.60
5	Purex 00107 1-gal bleach	20,818	1.33	27,687.94
6	Purex 01614 Trend 147-oz	5,886	4.56	26,840.16
7	Raid 01375 gypsy moth spray	3,303	8.09	26,721.27
8	Boyle 5208 3402 Sani-Flush	23,988	1.04	24,947.52
9	Clorox 0303 40-oz	11,856	2.09	24,779.04
10	3M 4101 Scotchguard 16-oz	4,967	4.88	24,238.96
11	Clorox 0026 soft scrub 26-oz	10,764	2.18	23,465.52
12	Lehr 3022 Love My Carpet rg	8,706	2.68	23,332.08
13	Procter & Gamble 32-oz Dawn dish detergent	8,311	2.63	21,857.93
14	Boyle 215 spray starch 22-oz	16,062	1.31	21,041.22
15	Dow Chem 3264-9 bath cleaner 17-oz	13,848	1.50	20,772.00
LAUNDRY				
1	Seymour 011-11 iron table	1,545	12.60	19,467.00
2	Magla 1955 portable iron board	2,988	5.11	15,268.68
3	Seymour 019-21 iron table	583	16.10	9,386.00
4	Magla 3633 pad/cover set	2,664	3.43	9,137.52
5	Penley 24 wd spring pins 40	5,793	1.51	8,747.43
6	Seymour 013-21 iron table	460	14.91	6,858.60
7	Winchester #7-100 cot. clothesline	1,655	3.22	5,329.10
8	Penley 27 wood spring pins	2,400	1.90	4,560.00
9	Penley 15 wood clothespins	2,429	1.75	4,250.75
10	Winchester #6-100 cot. clothesline	1,476	2.73	4,029.48
11	Crowe (Mark) D-C-OO #6 poly line	1,307	2.52	3,293.64
12	Hill 4163 pink gloves, medium	2,882	1.13	3,256.66
13	Debro 2007 small indoor dryer	538	5.74	3,088.12
14	Magla 733 Tef iron board cover	1,108	2.69	2,980.52
15	Magla 30 clothes pin bag	1,967	1.48	2,911.16



PRODUCT MOVEMENT AUDIT

Higher End

(Continued from page 73)

believe its success in selling bulk in its own outlets and its new packing have led Corning to offer Corelle in bulk to the stores."

Schreiber's plan isn't to duplicate inventory in Corelle but to maintain 16-pc. and 35-pc. sets and stock open stock merchandise in bulk, instead of the 4-packs, where it's available.

Margins Up

Moving to bulk, which Corning has priced sharply, should allow the chains to broaden margins on Corelle promotions which are highly competitive and characterized by slim margins. For example, the 10-in. dinnerplate in a 4-pack is usually promoted at \$10-\$11 minimum. Moving to bulk on the items means it can be promoted at 20% off at about \$1.99-\$2.49 per plate, giving customers a good buy and retailers a 25% to 30% markup.

One category that recently rolled strongly into our trade areas is microwave cookware, no longer a West Coast phenomenon. Many of our customers are expanding their space for the microwave merchandise.

Chains with a 4-ft. space have moved to 8 ft.; those already using an 8-ft. area are frequently adding another 4 ft. of space.

As the PMA shows, our back-

(Continued on page 76)

Care Labels

(Continued from page 73)

Rather, manufacturers would be required to place care information on the end of each bolt or roll of piece goods, they added.

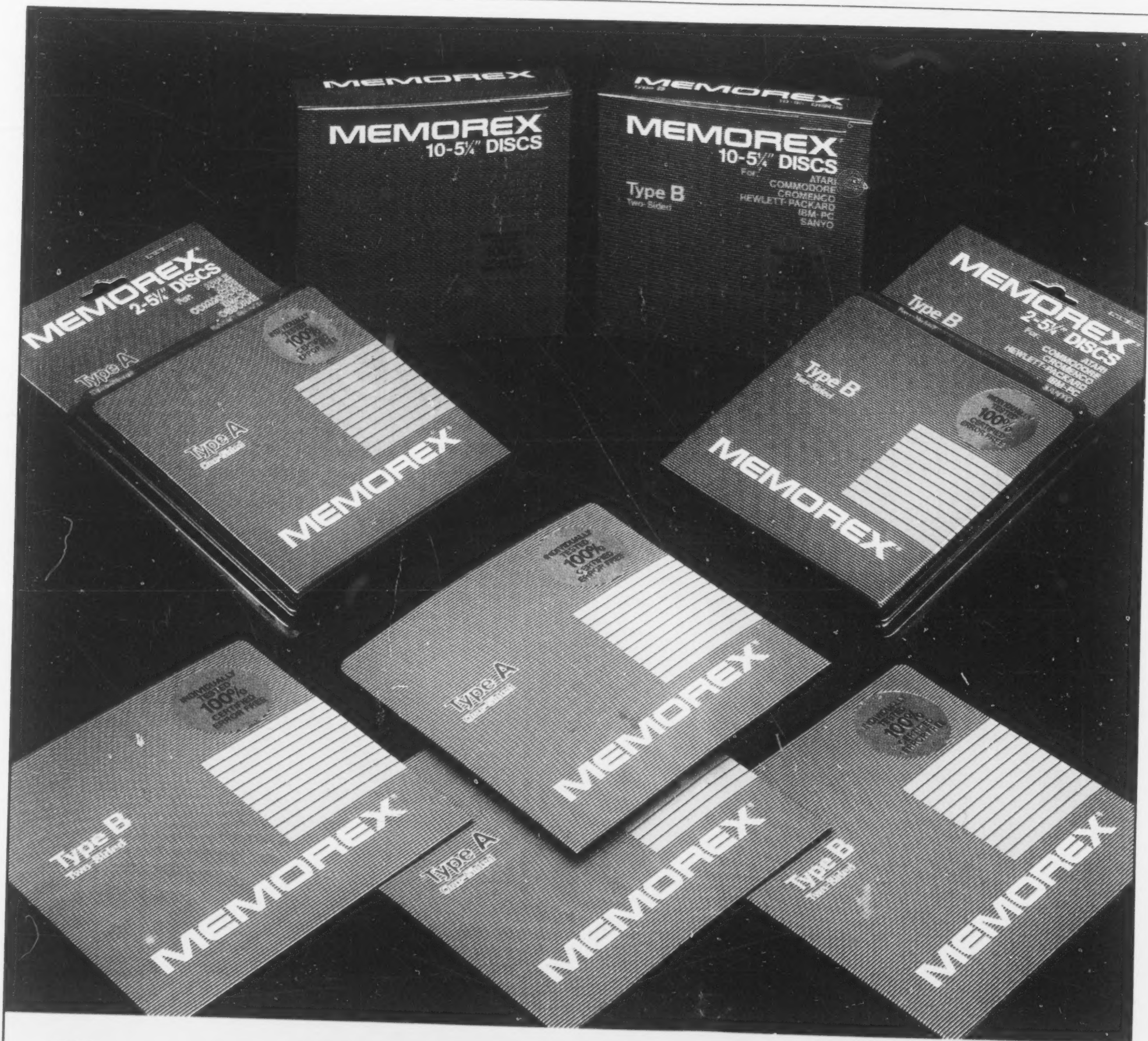
Currently manufacturers must provide care labels for piece goods to retailers who are then responsible for distributing the instructions to customers.

According to FTC, however, the "requirement hasn't operated as intended" because "retailers usually don't distribute them to purchasers, and it appears consumers don't sew them into the garments they make."

During the care labeling conference FTC Chairman James Miller III and other Federal trade officials also outlined the specific instructions that would have to appear on textile apparel goods if the proposed changes are made.

While the requirements differ depending on the article, at a minimum, care instructions would include a specific method of washing and drying, they pointed out.

Congress still has over a month to decide whether or not to approve the amendments. If Congress doesn't veto the proposal, the new requirements will become effective 90 days after the lawmakers make their decision.



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HOUSEWARES



PRODUCT MOVEMENT AUDIT

Higher End

(Continued from page 74)

bone resources in the microwave area are Anchor Hocking and Corning. Anchor Hocking has been the leader in promotional merchandise.

For the second half Corning will be making a stronger bid for the promotional end of this business with the introduction of three new microwave items in the Pyrex line. They're single-serving dishes in microwave packaging and offered with introductory prices allowing them to be promoted between \$3.99 and \$5.99.

We've had good customer interest in Anchor Hocking's recently introduced ovenware lineup in new packaging, particularly in the higher-priced group. We're not sure which of the merchandise we'll be stocking yet, but we'll be in it.

Obviously, Corning still dominates this category, and it has responded to the competition with some strong promotions for the second half. On Pyrex, Corning has broadened the promotional items available, and the discounts are deeper. The

(Continued on page 77)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
BULK PLASTICS				
1	Dover 620 20-gal garb. can	13,332	8.79	117,188.28
2	Tucker 464 5-pc sink set large	1,917	3.70	7,092.90
3	Tucker 830 30-gal garb. can	455	12.04	5,478.20
4	Dover 910 10-gal garb. can	679	7.83	5,316.57
5	Sterilite 1568 vegetable bin	2,676	1.54	4,121.04
6	Tucker 820 20-gal garb. can	534	7.69	4,106.46
7	Fesco 4836 pleated bsk blue	2,076	1.86	3,861.36
8	Fesco 1080 oct laundry basket choc	1,092	3.48	3,800.16
9	Fesco 4836 pleated basket choc	2,016	1.86	3,749.76
10	Fesco 4443 hamper caramel	642	5.80	3,723.60
SMALL PLASTICS/WRAPPS				
1	Reynolds Wrap 083 25' alum foil	14,200	0.72	10,224.00
2	Reynolds Wrap 087 h.d. alum foil	7,401	1.30	9,621.30
3	Kordite 10123 quart freezer box	6,264	1.30	8,143.20
4	Kordite 10125 pint freezer box	5,820	1.30	7,566.00
5	Kordite 10124 1 1/2-pint freezer box	5,676	1.30	7,378.80
6	Dow Chem 1226-C Handiwrap 250	3,475	1.61	5,594.75
7	Kordite 11803 quart freezer bag 40	3,888	0.83	3,227.04
8	Dow Chem 1334-2 Ziploc bag gl	1,650	1.59	2,623.50
9	Kordite 11806 1-gal bags 15	2,759	0.83	2,289.97
10	Dow Chem 1400-1 Ziploc bag quart	1,620	1.40	2,268.00

(Continued on page 77)



Wal-Mart scatters "Wedding Gifts" signs throughout the housewares area to remind customers about June brides. In the Rogers, Ark., store an endcap sign suggests giving glassware or flatware sets.

(DSN photo)



Hummel figurines from Germany, hard to find at any price, now specially priced at Target while supply lasts.



© TARGET

Target, Minneapolis, designed a unique promotion of collectible Hummel figurines from Germany. A recent ad devoted almost a full page to seven of the "specially priced group of genuine Hummels" being offered, but it noted they wouldn't all be available in all stores. The copy also mentioned the chain's jewelry buyer was able to make a special purchase of these high-ticket gift items, which was "to good to pass up." But, supplies are limited. Price points range from \$49.99 for the 5-in. "Merry Wanderer," to \$88.99 for the 6 1/4-in. "Hear Ye, Hear Ye" and 5 1/2-in. "Telling Her Secrets" models. All the figurines are being merchandised in the stores' jewelry departments.



Pour-Out

Carry-

Sell-

Now Exxon Extra™ motor oil comes in three new carry-out packages that are so convenient, so "sellable," you might have trouble keeping them in stock.

New Side-Pour Funnel Quart:

Offered only by Exxon, this oil container comes with a unique side-pour spout. Easy-to-pour, leak-proof, spill-proof. A package of benefits to bring customers back time after time.

New Roll-Out 12-Pack:

Exxon's own exclusive design, this 12-Pack

comes with a built-in side panel that dispenses one can at a time. It's convenient, easy-to-carry... and that makes it easy for you to sell 12 cans at once, increasing your overall profit.

New Carry-Out, Shrinkwrapped 12-Pack:

Now it's extra-easy for your customers to carry out 12 cans of Exxon Extra. Our shrink-wrapped pack is easy-to-handle, easy-to-store and offers you extra high shelf visibility.

HOUSEWARES

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
RUBBERMAID				
1	8765 Ice tray display	9,072	1.37	12,428.64
2	8301 3-pc Serving set	1,371	5.92	8,116.32
3	2894 32-gal Garb can	454	16.74	7,599.96
4	2965 Laundry basket, choc	1,404	4.90	6,879.60
5	2965 Laundry basket, almond	1,317	4.90	6,453.30
6	2864 Swingtop basket, choc	816	7.13	5,818.08
7	1263 4 Round laundry basket	3,672	1.54	5,654.88
8	2965 Laundry basket, yellow	1,086	4.90	5,321.40
9	2965 Laundry basket, green	1,049	4.90	5,140.10
10	2850 Covered wastebasket	696	7.13	4,962.48
CLOSET SHOP				
1	Lee Rowan 3x66 garment rack brown	1,258	12.42	15,624.36
2	Lee Rowan 1569 7 storage closet brown	630	24.75	15,592.50
3	Mabex 88 moth balls 1 lb	10,029	1.16	11,633.64
4	Lee Rowan 3150 overdoor rack	665	13.47	8,957.55
5	Lee Rowan 3x80 skirt hanger	2,880	2.24	6,451.20
6	Mabex 47 para nugget 2.5	1,428	3.70	5,283.60
7	Mabex 50-10 hanger blocks	4,434	1.12	4,966.08
8	Mabex 87 moth flakes 1 lb	3,936	1.16	4,565.76
9	Lee Rowan 3x19 skirt hanger	2,008	2.24	4,497.92
10	Mabex 46 para crystals 2.5	1,136	3.70	4,203.20

(Continued on page 78)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CLEANING				
1	Drackett 272 Plastic broom	4,584	5.36	24,570.24
2	Quickie 045 Sponge mop autom	3,136	5.66	17,749.76
3	Drackett 203 Auto roller mop	1,776	9.53	16,925.28
4	Supreme 1017 Corn broom zippy	4,770	3.38	16,122.60
5	Drackett 201 Sponge mop 676	1,428	7.15	10,210.20
6	Quickie 0442 Sponge mop refill	4,596	1.72	7,905.12
7	Quickie 065 Nylon dust mop	1,278	5.66	7,233.48
8	Drackett 214 Wet mop nylon	1,230	5.47	6,728.10
9	Drackett 216 Sponge mop	1,188	5.41	6,427.08
10	Quickie 057 Auto roller mop	916	6.58	6,027.28
GADGETS				
1	Alum Hsewres 1574 4-pk Paring knife	7,932	1.50	11,898.00
2	Swing-A-Way 407 1 Port opener asst	2,928	4.05	11,858.40
3	Rhodes Mark 29006 Maktime timer	1,596	6.75	10,773.00
4	Ekco 30760 Sm turner, nylon	4,031	1.53	6,167.43
5	Alum Hsewres 1554 Steak knives	3,367	1.80	6,060.60
6	Ekco 30400 Pan turner, nylon	3,622	1.53	5,541.66
7	Foley 253 Nylon turner	7,787	0.68	5,295.16
8	Ekco 08650 Can opener	3,276	1.38	4,520.88
9	Bromwell 119 4-Sided grater	2,400	1.38	3,312.00
10	Ekco 30480 Baste spoon, nylon	2,098	1.53	3,209.94



PRODUCT MOVEMENT AUDIT

Higher End

(Continued from page 76)

manufacturer has also added a co-op advertising program on the line for the first time.

We also expect to see Corning expanding into new categories in the near future. It's our understanding the company expects to do some testing on a cutlery introduction in the fall of 1983.

Anchor Hocking is a manufacturer we see as becoming much more aggressive in expanding into new merchandise categories. With more and more competition in glassware, the firm intends to increase its spread of housewares consumer products.

Contents of the Mix

For the second half Anchor Hocking has already shown its ovenware program. More recently, also for second-half selling, it has introduced lead crystal stemware with a 5% lead content—to compete with higher-priced lead crystal with a 24% lead content—plus a lineup of pierced tin/copper decorative holders for its bakeware group.

In the glassware category boxed sets are expected to stay at the head of the list of best-selling items. A strong item in the second half will be Anchor Hocking's 24-pc. Newport set in clear glass which can be promoted at \$6.99-\$7.99.

This 24-pc. set and others have been sharply priced by manufacturers to compete with the very inexpensive glassware still coming in from Mexico. Last year, only 18-pc. sets could be promoted at that low a retail price.

With such attractive pricing on boxed glassware sets, they continue to eat into the level of

(Continued on page 78)

-Out

-Out.

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A matching convertible loveseat and bed chair along with three brass and glass furniture pieces were pictured in a recent four-color Zayre flyer. The end table was on sale for \$27; the cocktail table for \$33, and the etagere, regularly priced at \$89.95, was \$69. The loveseat and chair were available in brown with corduroy trim.

HOUSEWARES



Housewares presentation goes the high-tech, contemporary route at Service Merchandise's Pompano Beach, Fla., store with wire grid fixtures and overhead track lighting. (DSN photo)

\$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
PANTRYWARE				
1	Cheinco 407 cann set old	936	9.18	8,592.48
2	Cheinco 408 bread box old	492	9.08	4,467.36
3	Cheinco 6681 cann set flowers	312	11.19	3,491.28
4	Cheinco 6691 bread box flowers	134	16.65	2,231.10
5	Cheinco 444 Nostalg cann set	167	9.09	1,518.03
6	Cheinco 454 cann set gourmet	156	9.18	1,432.08
7	Cheinco 6534 cann set strawberry	114	9.90	1,128.60
8	Cheinco 1060 wastebasket rainbow	348	3.08	1,071.84
9	Cheinco 954 wastebasket Garfield	312	3.26	1,017.12
10	Cheinco 6523 strawberry basket	262	3.57	935.34
BATH SHOP				
1	Selfix C-441 shampoo spray	4,559	1.65	7,522.35
2	Counselor 410N-90 wicker scale	490	14.00	6,860.00
3	Rubbermaid 0450 bath mat, light blue	2,650	2.51	6,651.50
4	Rubbermaid 0450 bath mat, white	2,220	2.51	5,572.20
5	Rubbermaid 0450 bath mat, chocolate	2,160	2.51	5,421.60
6	Counselor 1021 86N-10 square scale, white	594	9.10	5,405.40
7	Counselor 86N-95 square scale, brown	544	9.10	4,950.40
8	Selfix 2208 tissue holder	4,091	1.19	4,868.29
9	Selfix 443 portable shower	564	7.70	4,342.80
10	Rubbermaid 0450 bath mat, almond	1,704	2.51	4,277.04

Source: Schreiber Company, hard goods distributor, Lititz, Pa., for Jan. 1 through May 23, 1983, covering 600 discount stores in 19 mid-Atlantic and East Coast states. Average retail prices reflect typical price points for discount chains.



PRODUCT MOVEMENT AUDIT

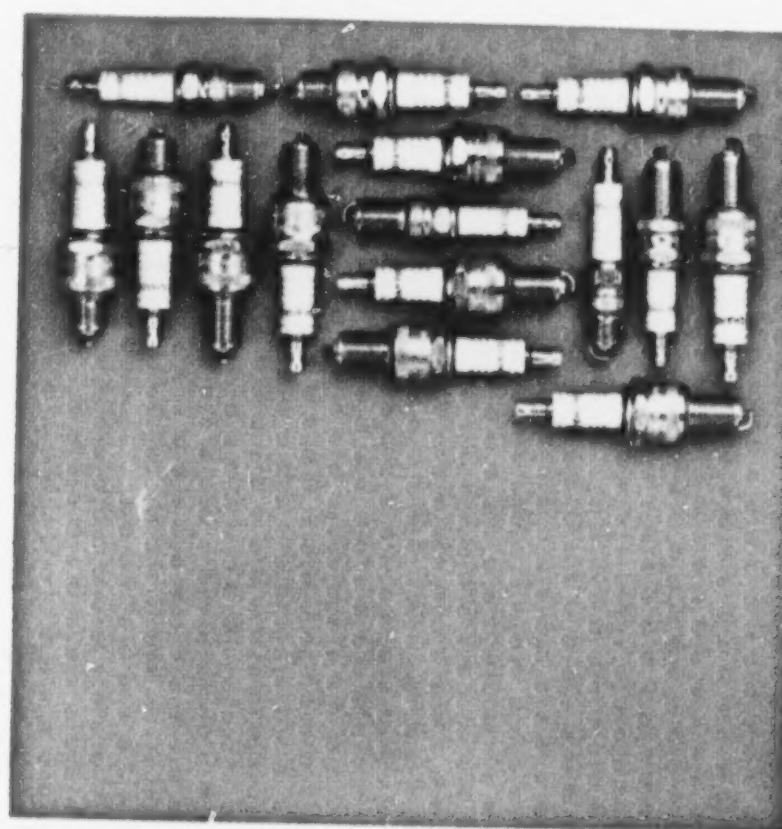
Higher End

(Continued from page 77)
business traditionally done on 4-pack glassware. Our guess is that just four to five years ago, only about 5% of the glassware business was in boxed sets. Now, that figure could be as high as 20%-25%, mostly at the expense of the 4-packs.

Pastel glassware, which has been good in some areas, really hasn't been important for our customers. Now that this look is maturing, we do expect to be carrying more of it.

In bakeware, the entire category appears to be moving up into the coated, nonstick merchandise since the introduction of SilverStone on the lighter weights. Ekco's Bakers Secret remains the basic line; our dominant SilverStone-coated line is Mirro. Chicago Metallic and Wear-Ever have also been strong. We have seen sales declines in lighter-weight, non-coated merchandise.

In chemicals we've seen particularly strong growth in pine-type cleaners. The reasons behind this are probably American Cyanamid's promotions of Pinesol, which has a big percentage of the business, and customers' perception of this type product as being of good quality and free of irritants.



Look what Champion has developed. Instant inventory reduction.

Both pictures provide equivalent coverage, but one picture - ours - is worth a lot of shelf space. Shelf space you could use more profitably.

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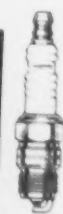
©1983 Champion Spark Plug Company
*Aviation and industrial plugs excepted

Both pictures provide 93% coverage of the increasingly popular 4-cylinder import and domestic market. But with Champion Performance-Guaranteed spark plugs, you need just 15 plug types. With Bosch you'd need 23. With Nippondenso 29. AC or Autolite require more than 30, and NGK over 40 to provide equivalent coverage.

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.68 Your Choice

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KLEENEX FAMILY NAPKINS
Pack of 140. Reg. 1.94 Sale 68¢
WHITE PAPER PLATES
9" plates, box of 100. Sale 68¢



Richway featured a 68¢ "your choice" promotion on paper goods, positioning the four items as "the best picnic values under the sun!" Included in the ad were three name brand goods—Styro cups, Kleenex family napkins and Bounty paper towels. It also featured a package of 100 9-in. white paper plates.

HOUSEWARES

Du Pont Cookware Poll: Discounters No. 1

WILMINGTON, Del.—Du Pont's annual survey of the cookware market disclosed that in 1982 discounters were still ahead of the pack in every cookware segment—top-of-range, bakeware and portable electrics.

Drew Dutton, Du Pont's marketing manager for Teflon/SilverStone finishes, said the few percentage points gained or lost from year to year by the various types of retail outlets aren't the heart of the study.

"The importance of our survey," he said, "is the long-term trend revealed in the cookware market, including which retailers are holding market share by cookware type. For example, the study shows discounters dropped two percentage points in portable electrics in 1982. But, you have to allow for some variation in customer responses in the study. The crucial factor is that discounters are holding their lead in this category, and the department stores and catalogers are holding share."

Adding It Up

"There's been a lot of talk about department stores having problems in cookware. Our findings are that they're holding on to share, even though they continue to be a much bigger factor in the top-of-range business than in the bakeware or portable electrics businesses."

In top-of-range market share, discounters and department stores run fairly close together with 26% and 24%, respectively, in 1982. Catalog showrooms aren't strong in this area with only a 5% share.

The catalogers' share in portable electrics is significant, however. They have 15% of the

market; department stores have 16%, and discounters, including K mart, lead with 34%.

While food stores aren't a major factor in the top-of-range or portable electrics market, the picture changes in the bakeware category. Here, food retailers are major players with a 16% share. This market share puts the food stores second to the discounters which have a 31% share. The department stores account for 14%. Catalogers have a small portion of the bakeware market with 3%.

Plans Aired

According to Dutton, the food retailers, having achieved a respectable chunk of the bakeware business, are now turning their attention to building the top-of-range category.

"We're already seeing the food stores becoming more aggressive in the top-of-range cookware in 1983," said Dutton, "and their share could go up significantly in future surveys."

The fastest growing cookware segment today, according to Du Pont, is the bakeware business, thanks primarily to increases in sales of glass and plastic ovenware used for microwave cooking.

"There's been expansion in the growth of metal bakeware with the addition of SilverStone to the lighter weights," he said, "but nonmetal bakeware is growing at an even faster rate."

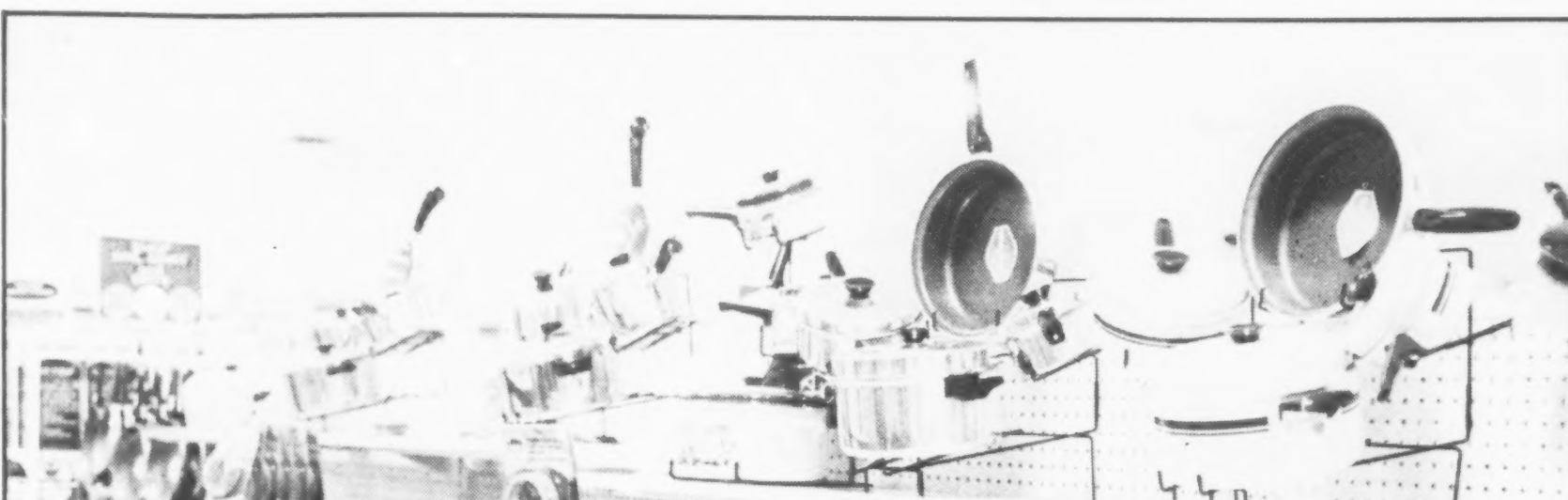
Asked whether Du Pont envisioned entries in SilverStone-coated glass or plastic ovenware—in addition to the recent Wear-Ever introduction in glass ovenware—Dutton said, "Glass is certainly a potential growth area for SilverStone,"

(Continued on page 99)

Retail Distribution: % Share by Type of Cookware

Outlet	Top-of-Range			Bakeware			Portable Electrics		
	1980	1981	1982	1980	1981	1982	1980	1981	1982
Discount Stores	27	19	19	29	24	22	36	31	28
K mart	—	7	7	—	8	9	—	5	6
Department Stores	21	21	24	15	13	14	13	15	16
Sears-Ward-Penney	10	12	11	6	9	9	9	9	10
Food Stores	8	8	7	16	15	16	2	2	1
Drug/Variety Stores	4	4	3	7	5	5	6	4	5
Catalog Showrooms	6	6	5	2	3	3	16	17	15
Home Centers/Hardware	5	6	5	7	7	6	7	5	6
Direct Mail	—	4	4	—	2	4	—	1	1
Gourmet/Specialty Ret.	—	3	4	—	3	4	—	1	2
All Others	19	12	11	18	12	8	12	12	10

Source: Du Pont Consumer Cookware Survey—1982 Year-end Analysis



1982 Household Ownership Of SilverStone Cookware

Item	% Owning	Potential Purchasers
Fry Pans	50	50% (41.5 million households)
Saucepans	17	83% (69 million households)
Bakeware	6	94% (78 million households)
Electric Fry Pan	6	94% (78 million households)

Source: Du Pont Consumer Cookware Survey



Giftware Gleams in Apparel Store

GRETNA, La.—The 23,000-sq.-ft. Marshalls which opened in Gretna, a New Orleans suburb, in mid-May, has a giftware department featuring glass-shelved gondola runs for all merchandise and white domed, high-tech, hanging light fixtures over the dinnerware wall.

Constructed in the off-price apparel chain's new prototype, it is in the rear right corner of the store.

Like all Marshalls giftware areas, this one is classifica-

tion-intensive, offering customers a broad selection in a limited number of categories. The area is strong in copper and brass, glassware, silverplate and dinnerware.

Glass and crystal (l.) are allocated roughly a 20-ft. run; silverplate, 10 ft.; brass and copper, another 10 ft.

The back wall of the department features more than 20 ft. of space for dinnerware and flatware (r.). Among the manufacturers stocked in dinnerware are Mikasa,

Wedgewood, Franciscan, Jepco and Sango.

Marshalls brings in the customers with such values as: Mikasa's Pink Poppy, 20-pc., \$59.99, compare-at price, \$160; Wedgewood's Strawberry pattern, 20-pc., \$59.99, compare at \$150; Jepco's Whipped Cream pattern, 20-pc., \$39.99, compare at \$80, and Sango's Apple Blossom, 45-pc., \$59.99, compare at \$130.

(DSN photos)

HOUSEWARES



Target, San Diego, promotes some of its microwave oven offerings in bulk on an endcap located in the traffic electrics department. (DSN photo)

Microwave Cross-merchandising Gains

(Continued from page 24)

its four sku's of ovens—divided equally between Sanyo and G.E.—on a triangular fixture located on the promotional aisle. Alongside of the ovens, cookware and accessories, such as corn poppers, are also displayed.

Waterson indicated that the formula has significantly increased volume for the category—so much so that it's being rolled out chainwide for T.G. & Y. stores.

"There's just such a tremendous opportunity in microwave ovens," he said, "and the other merchandise offers a very good tie-in."

Still, some chains have gone

slowly with the category, apparently preferring to watch the early sales performance.

Although Heck's is currently undergoing a replanogramming, the microwave ovens will continue to be shown with other appliances, according to Averill Cook, buyer.

However, the new layout will bring the ovens somewhat closer to the rest of housewares, where the cookware and accessories are shown.

Additionally, some of the cookware has been brought over to the ovens for display.

At Rose's, the jury is still out while the ovens are being tested in about 10 stores, according to Barry Gouge, group mm, home

furnishings area.

Early reports indicate that the ovens' movement has been excellent up to a high-price point of \$350 in three sku's.

But, there are currently no plans for cross-merchandising.

"We have just moved them into the stores and pretty much just bulked them out in the promotional aisle," Gouge said. "We might try them later in the Kitchen Nook area, but it really isn't conducive to doing that—it's just too small."

Gouge said that the ovens and other microwave items have been moving but that it's a question of "whether or not we want to fuel the category at this point."

Du Pont

(Continued from page 70)

and we're actively investigating the possibility of the coating's application to plastic."

Du Pont's survey of 1982 household ownership of SilverStone-finished cookware indicated high penetration in the fry pan category but large growth potential in saucepans and bakeware.

With just 17% ownership in saucepans, Du Pont is turning a greater part of its SilverStone ad support behind this top-of-range segment. Dutton indicated he expected healthy gains in SilverStone saucepan sales this year due to the company's ad support and the continuing shift from set to open-stock cookware sales.

A recent addition to the SilverStone-finish lineup is the color black in top-of-range and portable electrics in addition to brown and gray. Dutton said the color was added for United States licensees to maintain worldwide consistency for the finish; the color has been available outside the United States.

Wear-Ever introduced the black finish at the San Francisco Gourmet Housewares Show at the end of May. Le Creuset, a division of Schiller & Asmus, which has been selling black in Europe, recently started shipping it to stores in the United States.

NHMA

(Continued from page 23)

1984 new product entries.

The "knockoff situation" prompted buyers to speculate several manufacturers might have spring 1984 merchandise ready to show in July, but in hotel showrooms set up outside of McCormick Place.

The consensus was that buyers were waiting to see how manufacturers would handle the July show in terms of 1984 product introductions. Buyers do know they're going to work the July show harder than last year because they're going to have to wait another nine months before they can scour the industry for new resources and before they have another chance at all that politicking—all under one roof.

In the meantime, the housewares industry is making adjustments around the future NHMA show schedule which is:

1984: April 8-12; Oct. 9-12
1985: March 24-28; Nov. 3-7
1986: April 6-10; Nov. 9-13
1987: April 5-9; Nov. 1-5
1988: March 27-31; Oct. 30-Nov. 3
1989: April 9-13; Oct. 29-Nov. 2

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Sporting Goods: Focus on Fishing—Pp. 23-28

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JULY 25, 1983

100 K marts to Unveil Permanent, Leased Portrait Photo Studios

TROY, Mich.—K mart will have portrait photography studios in 100 units by year's end, marking a switch from the itinerant program used in the past.

Leased departments averaging 300 sq. ft. are currently opening in K marts throughout the country at a rate of two to three per week, according to a

chain spokesman.

The rollout comes two years after the chain started testing portrait studios as a permanent setup in two stores—one in Chicago and one in Realto, Calif. The success of the concept in those two units prompted K mart to set up evenly spread market distribution of the studios by year's end.

Sources say these 100 studios will serve as a jumping off point for determining how many will be profitable within each market. The current expansion plan includes additional studios in the two original test markets.

The sales potential of in-store portrait studios was estimated at \$300 per square foot by a spokesman for the K mart lessee, PCA International. A 300-sq.-ft. studio could generate \$90,000,000 in the first year.

At K mart, management acknowledged, "We expect good profits and strong sales from the program." Two main reasons were cited as to why permanent studios are proving more viable than itinerant programs used by most discount chains: although limited-duration itinerant studios attract crowds of customers, many don't have the time to wait for their turn in front of the camera. Thus, many potential customers walk away. Also, families don't want to dress-up and pose for portraits in front of other shoppers. Again, potential sales are lost. Permanent studios offer customers a more relaxed, more private atmosphere.

They also garner the same average sales per customer as the traveling studios, said Henry Mummiau, vp of national ac-

(Continued on page 51)

NMRI, AGMC Merger Is Off

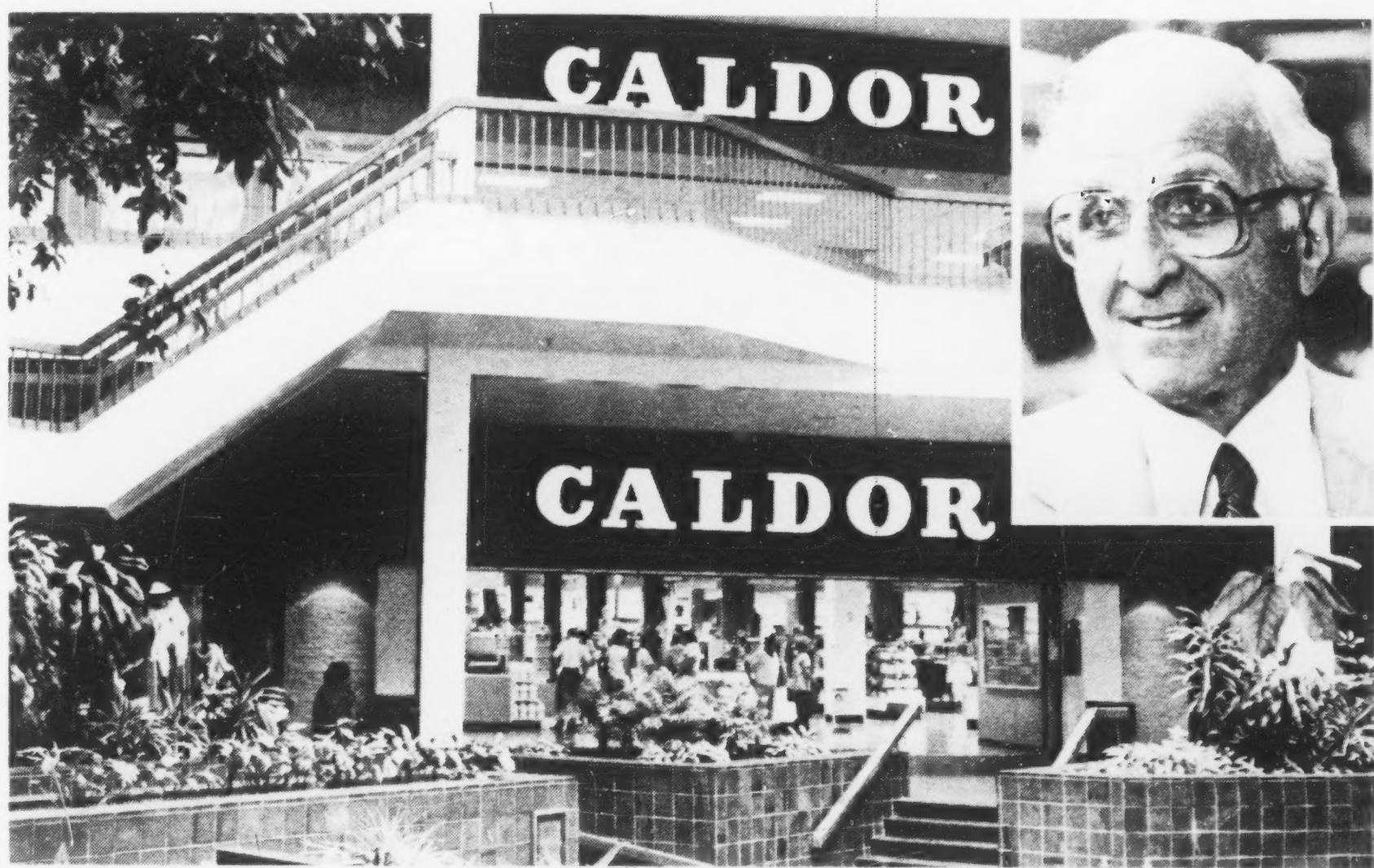
NEW YORK—The merger discussions between the National Mass Retailing Institute (NMRI) and the Association of General Merchandise Chains (AGMC) have been called to a halt.

In a joint statement, the chairman of the associations' merger committees—Robert J. Levin, senior vp at Stop & Shop representing the NMRI, and Philip W. Rogers, vp at G. C. Murphy for the AGMC—said "their respective boards of directors have agreed to discontinue further merger discussions at this time."

According to Levin, the two three-man merger committees agreed not to recommend the merger and their boards concurred.

Levin characterized the merger discussions—which began last summer—as "preliminary examinations to the possibility of a merger."

"We saw no benefit to a merger for either association. These are two successful trade associations that will simply continue to act independently," he said.



The Caldor store at the Golden Ring Mall in Baltimore has four entrances, which add to its department store look. Two of the entrances are directly off the center of the mall in a high traffic area. Inset: Caldor chairman Carl Bennett. (DSN photos)

Caldor Deepens Its Commitment To Branded Apparel Assortments

Special DSN Report

Caldor's stepped-up expansion program—including entries into new markets in Baltimore and Long Island, N.Y.—has brought further evidence of the fine tuning of its merchandise assortments and presentation.

A major focus is the continuing push in upscale apparel, which forms an integral part of the chain's struggle to force soft lines significantly above the 30% sales volume mark.

So far that goal has been elusive, company officials admit. But instead of making a radical course correction in those categories, Caldor has made a deeper commitment in the direction of branded and private label apparel.

The extent of that commitment was plainly apparent at

the new stores in Lake Ronkonkoma, N.Y., and at the Golden Ring Mall in Baltimore.

Golden Ring, along with some of the other stores opening this year, has placed Caldor in an uncharacteristic environment—an enclosed mall.

The chain joined The Hecht Co. and Montgomery Ward as one of three anchors in the shopping center. Caldor's 110,000 sq. ft. of selling space is split over two floors containing four entrances.

The look and feel, in some cases, has surpassed that of upscale discounters and approaches that of a more conventional department store.

Yet the store is clearly a Caldor in merchandise and basic presentation, with most of the changes in those areas taking place chainwide.

Two of those changes have come with the further development of the junior and petite departments.

"The junior business has just exploded since our breakout of (Continued on page 4)

Digest

July 25, 1983

APPAREL

• The Children's Place will now be overseen by Norman Matthews, executive vp of Federated Department Stores. (p. 34)

CATALOG SHOWROOM NEWS

• Consumers Distributing (U.S.) plans to open units in Albany and Kingston, N.Y. (p. 32)

H&BA

• Face care products are expected to glow in the second half. (p. 14)

SPORTING GOODS

• It's clear sailing for the canoe and boating accessories business. (pp. 23-28)

TOYS

• Licenses, low-end items are expected to make Christmas merry. (p. 38)

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It's No Fish Story: The Emphasis Is On Combo Sets

Nationwide DSN Report

Discounters are reshuffling their fishing and tackle assortments, sticking with low- and medium-priced goods and jettisoning higher-end items.

While experiencing strong sales with inexpensive combo sets, which include a rod, reel and possibly an accessory or two, chains are trimming their assortments of rods and reels that retail for over \$100.

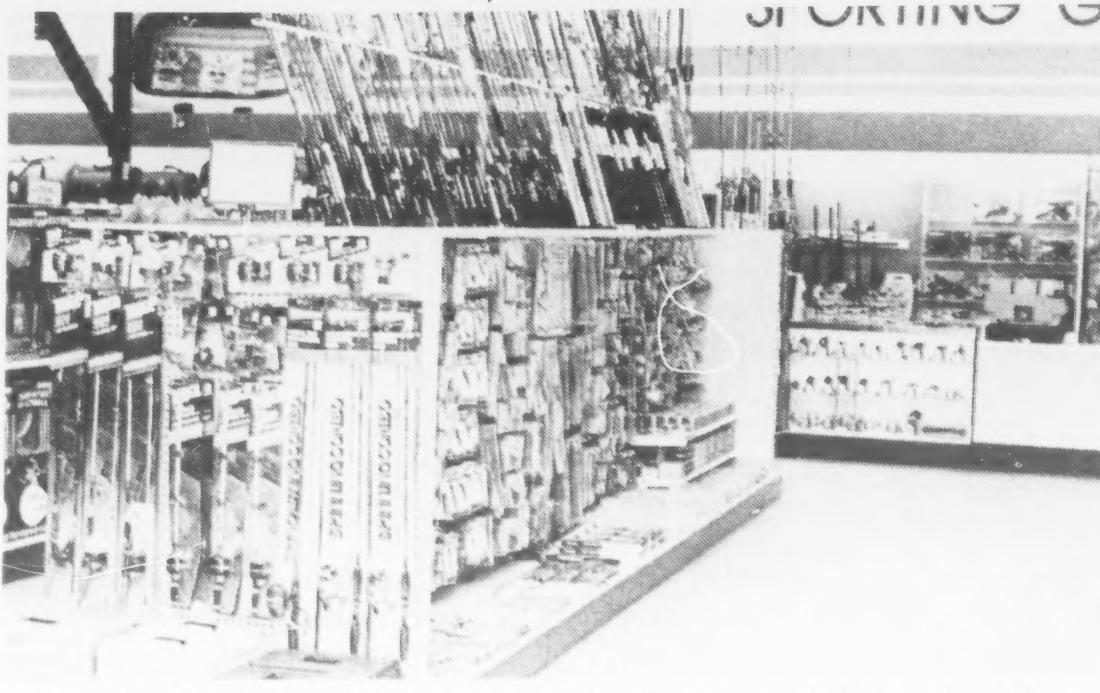
For several years discounters have been adding higher-end goods in an effort to attract the fishing enthusiast by discount prices. But as the specialty store and fishing and boating cataloger business has grown, discounters say they have lost this segment of the market and

will instead direct their merchandising toward the occasional fisherman.

Another factor, influencing the trimming of sku's in rods and reels is the considerable amount of showcase and gondola space needed to carry wide assortments. Buyers say they can't justify the space for the higher-end goods to only bring in margins of about 20%.

Instead, discounters are focusing their attention on the combination sets, which carry low-end retail tags and have 30% margins. The sets are also easier to display since they're prepackaged and can go directly from shipping carton to the selling floor.

(Continued on page 28)



Upscaler Caldor is holding on to both sides of the rod and reel business. Lower-end combination rod and reel kits are pegged on an endcap display. High-end separate rods and reels are displayed on glass shelves. (DSN photo)



Harold Frank
chairman and ceo



Harry Kohn Jr.
president

Bradlees' Revamped Top-Level Positions Go to Frank and Kohn

BRAINTREE, Mass.—Stop & Shop has made two top management changes at Bradlees, including the appointment of Harold Frank to the newly created position of chairman and chief executive officer.

In addition, Harry Kohn Jr., formerly executive vice president, has been named president of the \$872 million discount store chain.

The new Bradlees top slot setup, which adds the position of chairman, has been patterned after the team model concept common among conventional department stores. The tandem team—chairman

and president—is particularly prevalent among Federated Department Stores; Frank and Kohn are both Federated alumni, having been with its Abraham & Straus division.

Bradlees' announcement of these management changes state the team concept "will be particularly helpful to Bradlees during this period of accelerated growth."

"These changes position Bradlees to have the added management attention that our current expansion into two new markets—Baltimore and Washington—demands," said Kohn, who is responsible

(Continued on page 54)

Situation Is in Flux:

Questioning Potential Carlson Control, 14 Creative Members to Go to Schultz

MINNEAPOLIS—A combination of business and personal factors unique to the catalog showroom industry was behind the surprise decision by 14 Creative Merchandising members recently to switch to coordinator Paul Schultz Catalogs rather than remain with Creative under its proposed new owner, Carlson Companies.

The move raised questions about Creative's planned divestment by its current owner, Best Products, to Carlson due to take effect in October, and about Creative's continued existence.

The situation is in a state of flux. Best executive vice presi-

dent Joel Koblentz said Creative was making a major effort to retain its members and "we think there is a reasonable possibility" of holding a number of them.

Schultz vice president Steve Schultz said, "nothing is in flux here; everything is very positive, and we're working on producing a catalog just for these chains."

A Carlson spokesman said the company had no comment on the decision by 14 of Creative's 15 catalogers. He asserted that Carlson only had an agreement to purchase Creative from Best and was now "studying the situation."

DSN Study Reveals Discounters' Growth Is in Branded Soft Goods

NEW YORK—Discount stores that are seeking to move upscale with branded merchandise programs—most significantly in apparel—have the potential to take a 50% market share, according to a nationwide consumer study by *Discount Store News*.

Off-price specialty retail chains, which have already made important strides in that direction, have grown at a much faster pace than the discount department stores, the survey reported.

However, the major competition for all discounters will be with the conventional department and specialty stores, rather than with each other, the poll found.

The study examined growth opportunities for discounters and found that industry expansion will depend on how quickly and effectively the chains will be able to gain control of known brands, particularly in soft goods.

The survey examined 24 categories of merchandise. In it, 1,120 households were interviewed by Leo J. Shapiro and Associates of Chicago in March and April of this year. The results were first presented by DSN publisher Fred Filer in May during the National Mass Retailing Institute's convention in New Orleans.

According to Filer, at least three follow-up surveys will be released in September, January and May.

"Discount Store News is com-

mitted to ongoing consumer attitude studies to reflect important changes in the marketplace," Filer said. "Their sole purpose will be to aid the chains with strategic planning for the future to help them to remain healthy and competitive."

Filer stressed that the emphasis in the studies will be on growth opportunities. The later studies will attempt to more narrowly define the prime merchandise for discount expansion.

In 21 of the 24 merchandise lines identified in the current study, 40%-60% of the consumers interviewed indicated that

they either already shop for the item at a discount store or are aware they can obtain the same item for less at a discount store.

The survey found a high growth potential in 11 categories—all soft lines. Apparel items accounted for 10 of the 11 and included such products as sweaters (38% growth opportunity); blouses (37%); slacks (35%) and jeans (47%).

Bath towels accounted for the single nonapparel item included, with a 32% growth opportunity.

Discounters expanding these lines would face primary com-

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Formal Programs Devised:

Bigger-\$ Goods Get New Front-End Play

Special DSN Report

Discounters are stocking more than gum and batteries next to their checkout registers these days.

Buyers' selections for what merchandisers have labeled "the best location in the stores" now include \$14 telephones, calculators and LED watches that retail for under \$10, and soft goods like multipacks of sports socks and washcloths.

The objective is to stock a balance of items priced low enough to spark impulse sales but also offering retailers high margins of 40% plus. Another requisite is that the items have a high demand and broad consumer appeal to insure annual turns of seven or eight.

The constantly expanding assortment of fast sellers stocked on the displays seen by almost all customers as they leave the store is a result of chainwide formalized programs aimed at getting the highest returns on this prime space.

Chain programs usually combine the use of distributors, buyer committees and a head merchandiser who develops planograms for each checkout register in the stores.

Just this year the Green Bay,

Wis.-based Prange Way chain appointed a director of merchandising to head a checkout program, and he is currently laying down the criteria for deciding which items to merchandise at the checkouts.

Others, such as Henderson, N.C.-based Rose's, have had one person oversee the sections for over five years and are now testing high-turn items like cigarettes and candy bars and re-vamping display racks to maximize returns.

At Rose's, individual buyers are invited to submit suggestions of items for the checkout tips. A committee of buyers meets twice a year to decide on the basic items, and quarterly to agree on the monthly endcap features.

"We try to keep the margins in the high 40's and the selling price under \$2," explained Doug Wassum, the buyer who oversees the program at Rose's. "If you exceed that \$2 price point you'd better know what you're doing. If a shopper has to stop and consider price, you've lost the sale."

The right time to exceed the price lid, according to Wassum,

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NMRI May Change Its Stand on Amended Bill

NEW YORK—The National Mass Retailing Institute is actively negotiating with key supporters of pending Federal trademark counterfeiting legislation to soften the impact of the bill on discounters.

At presstime a series of proposed amendments to the controversial "anticounterfeiting" measure were under review by the association's Government relations committee, and if the panel approves those compromises the NMRI may endorse the legislation, Government Affairs director Kevin Schein told *Discount Store News*.

Such a move would mark an abrupt about-face for the NMRI which, until recently, had been sharply critical of the proposed anticounterfeiting scheme.

Late last year in testimony

before the Senate Judiciary Committee, NMRI Washington lobbyist Endicott Peabody urged Congress to vote down the proposal, warning that some manufacturers would abuse the law by filing "trumped-up" charges of "counterfeiting" against discounters in order to enforce illegal resale price maintenance schemes.

The bill, sponsored by Senate trademark subcommittee chairman Charles Mathias (R-Md.), establishes harsh new Federal criminal penalties for discount chains and other retailers charged with "trafficking" in counterfeit merchandise.

The most controversial section of the measure, however, would grant manufacturers of brand-name products sweeping new legal powers to conduct no-

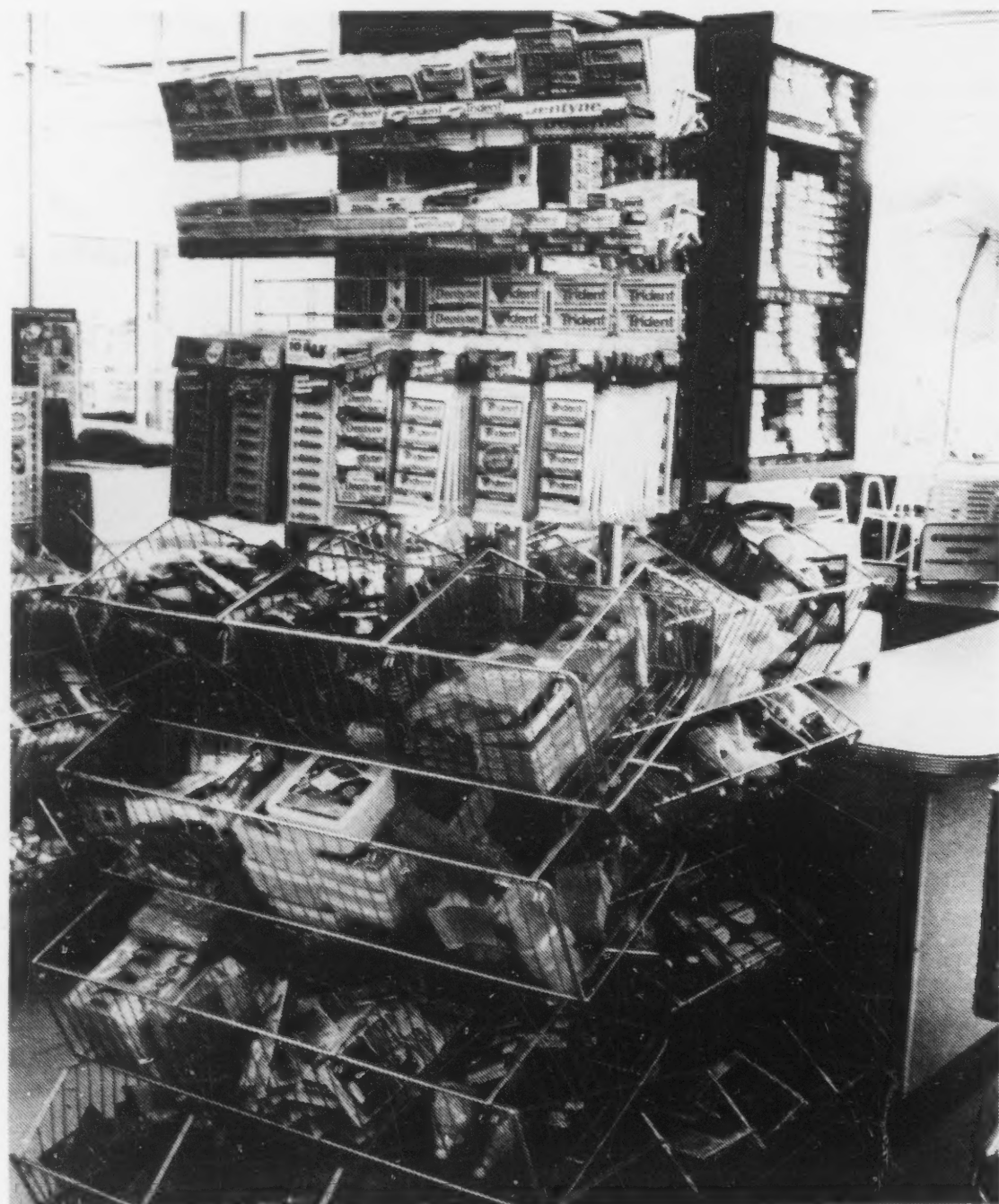
warning searches of retail stores and warehouses suspected of containing counterfeit goods.

Although these search and seizure raids would have to be authorized in advance by a Federal court, retailers accused of distributing bogus merchandise would not be given any notice or opportunity to participate in these "ex parte" court proceedings.

Since "the bill has no explicit provisions that punish false applications for warrants to search so-called counterfeiters," NMRI "fears that the seizure provisions of this bill will allow manufacturers to police price discounters," Peabody told Congress last September.

After Mathias' 1982 measure

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At Ames, Westfield, Mass., wire baskets are used to sell an assortment of hard goods from inexpensive rolls of tape and tissue pocket packs to film-with-processing for \$6.99. The baskets are stocked according to a chainwide planogram. (DSN photo)